JUARY 21, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

this is WOR in 1946

(being, partially, a declaration of intent)

IN THIS, our twenty-fourth year, we start again — as always — with a declaration of serious purpose, but with a concomitant declaration that WOR's program personalities shall play the major part in executing it.

Whatever the big things WOR might say, or the big things we might *try* to think, we'd be mute fumblers without the names and voices of those artists who so uncannily mirror the thoughts and desires of millions of people in one of the greatest listening territories on the Eastern Seaboard.

In this new year there'll be nothing particularly original about the programs that these WOR personalities will conduct. But their astute formulas which have charmed and moved millions of listeners for almost a quarter-century will — as always — accurately reflect changing times in a changing world.

However, there'll be new talent, too. WOR will carefully watch, listen to and talk with those artists, writers, and whatever released from the Army, Navy and Marines; from the Spars, Waves, and all the services which have contributed to a world a United Nations bled to build.

However, much as we progress in new ideas and new talent, there will continue to be advice for the farmer and the bees he hives; the dairyman, truck-gardener and the produce they must sell. There will be the winds judged accurately, and the warning finger raised to signal the hurricane that tentatively nudges the sun-splashed rooftops of a drowsing Jersey town.

WOR's artists will discuss the theory and probable future of the energy called atomic, and describe a dusty courtroom in which a fascist culprit sulks. There will be talk of recipes and why marmalade won't run in frost. There will be Beethoven, too; and Stravinsky, and Harry James, and The Duke and . . . Oh, you know, whatever good music's got to give. Comedy? Of course. Corn, maybe; but there will be the subtle mimic, too.

These — *very* briefly — are a few of the almost intangible things that have long been part of WOR's amazingly successful growth. Collectively, it is a sensitive awareness of what people want sympathetically reflected in the voices and the actions of the WOR artists who have always more than fulfilled those wants. It is a more than ordinary alertness to the see-saw of world and home events, and an immeasurable degree of human friendliness, as well as an intelligent and imaginative way of presenting the times in which we live.

This, then, is WOR in 1946...partially

— that power-full station at 1440 Broadway, in New York

MUTUAL

Planning our broadcast day for each new week and month and year, we at WLS consider *first* this vital question—"What do our farm families need most from us?" Then—"*When* do they want it?"

Answering these questions with the help of a million letters a year as well as frequent personal contacts, we have built a unique structure of *essential* farm services:

1. **Reliable news with emphasis on rural midwest interests.**
2. **Thorough and authentic market reports at the *right* times.**
3. **Frequent and detailed weather information.**
4. **Special incentives to farm youth.**
5. **Close attention to educational and spiritual needs.**
6. **Dramatized better farming practices.**
7. **Spot coverage of *all* events and news important to the farm family.**

Each service is timed for most benefit. Broadcasts are placed *(and kept)* at the time interested listeners want them: for example, "School Time" at 1:15 p.m., as teachers requested. Rounding out our broadcast day are the many programs of the kind of entertainment farm folks ask for.

1946 will see this pattern broadened to meet new needs as they arise—for always, as for 21 past years, our direct purpose is to serve *the farm family.*

A Clear Channel Station

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER *President*
GLENN SNYDER *Manager*

50,000 watts, 890 KC, American Affiliate. *Represented by* JOHN BLAIR & COMPANY. *Affiliated in Management with* **KOY,** *Phoenix, and the* ARIZONA NETWORK—**KOY,** *Phoenix* ★ **KTUC,** *Tucson* ★ **KSUN,** *Bisbee-Lowell-Douglas*

SUPPOSE the man at bat got only one pitch. Suppose he had to strike at that, whether he liked it or not. Baseball would be a dull game.

Many newscasters have only one pitch coming to them. They have to bat it out over the air whether they like it or not.

When INS is pitching news, you have the power of selection from the most brilliant and complete coverage of the entire world. Take what is most suitable to your audience. Arrange it in accordance with your own ideas of its importance and appeal. Give your newscast individuality. You get all the news there is, all written so that it may be read easily, with all the human interest that builds a great radio audience.

INTERNATIONAL NEWS SERVICE

BROADCASTING... at deadline

Closed Circuit

WESTINGHOUSE expansion in broadcast operations reflected in assignment of F. P. (Pete) Nelson, now television director, to permanent duty in Washington as representative of Westinghouse Radio Stations. Shortly to be announced, Nelson's duties will cover all Westinghouse station activities and plans for FM and television, as well as revolutionary "stratovision". Second new Westinghouse appointment by Vice-President Walter Evans, in charge of all radio activities, will be F. M. (Todd) Sloane, high-ranking engineer, as assistant manager of all stations.

CONSPICUOUS by his absence at Clear Channel Hearings which went through preliminary phase at FCC last week was Ed Craney, militant Montana broadcaster who has fought clears tooth and nail for more than decade. He was in Washington, however, kept closely apprised of developments, unquestionably figured in strategy.

WHILE contending forces in clear channel controversy prepare cases for main event to get started April 15, FCC's engineering department will be ironing out its standards and technical requirements so that engineering rules will be consistent either way the battle goes. One foregone certainty: If clear channels remain, they'll be higher power. If they don't, look for 50,000 w as more or less required standard output for all duplicated channels other than pure regionals and locals.

TELEVISION applicants generally applauded action of Washington Board of Zoning Adjustment last week in approving antenna site for proposed new Bamberger Broadcasting Service

(*Continued on page 86*)

Upcoming

Jan. 21: Industry Music Committee, Mayflower Hotel, Washington.

Jan. 21: FCC hearing on Washington TV applications Rm. 6121, New P. O. Bldg. 10 a.m.

Jan. 23-26: IRE winter meeting, Hotel Astor, New York.

Jan. 24: Council on Radio Journalism, Neil House, Columbus, O., 2 p.m.

Jan. 24-25: House Committee on Census hearing 10 a.m. on HR-4781 for five-year manufactures, industrial and trade censuses.

Jan. 28-30: RMA Midwinter Conference, Stevens Hotel, Chicago.

(NAB district meetings, page 36).

Bulletins

INFORMAL meetings last week in Havana between American and Cuban officials to discuss international interference problems should aid renewal of North American Regional Broadcasters Agreement, FCC Commissioner E. K. Jett said Friday. Problem can be solved at Engineering conference starting Feb. 4. Mr. Jett said U. S. is prepared to extend NARBA for two years but there is a question whether the signatory nations will agree unless they are given some "relief." Cuba has requested assignments on a score of additional AM channels. The answer, he said, will depend upon conference deliberations. Commissioner Jett returned from Havana Thursday night. He was accompanied by Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., and K. Neal McNaughton, broadcast engineer, FCC International Division.

Business Briefly

CLARK MAY CANCEL ● D. L. Clark Co., New York, sponsor of *Mary Small Show* Sundays 4:30-5 p.m. on ABC, is not likely to renew when contract runs out Feb. 17 because of sugar shortage and distribution difficulties. Two sponsors are interested in show, packaged by Wolff & Assoc., New York. Agency, BBDO, New York.

THRIFTY BUSY ● Thrifty Drug Stores, Los Angeles, signs for Cal Tinney, ABC co-op, on KECA Los Angeles, Monday through Friday 6:45-7 p.m. (EST); also Baukhage Talking same days and station, 1-1:15 p.m. Agency Milton Weinberg Adv. Co., Los Angeles.

CINCY ON 14 ● Cincy Products Co., Cincinnati, will use 14 stations this year to promote Cincy Wallpaper Cleaner. Product will reach spring market in a new container and will be introduced to several new territories. Agency is Ralph H. Jones Co., Cincinnati.

RENEWS COLLEGE SPOTS

THE NEW YORK HERALD TRIBUNE renews spot announcements with 15 member stations of Intercollegiate Broadcasting System for 20 weeks, from Jan. 7 to June 15. Stations will broadcast two 50-word spot announcements a night five nights weekly. Stations are: CRG Cornell U., WOCD Yale U., CURC Columbia U., WHCN Harvard U., WPRU Princeton U., WBRU Brown U., WBRG Bucknell U., WBS Wellesley College, WMWC Mary Washington College, WES Wesleyan College, WRAD Radcliffe College, UCRS Union College, WMS Williams College, WBMC Bryn Mawr College, WHAV Haverford College. Agency, Donahue & Co, New York.

Miller, Petrillo See Harmony in Music Muddle

By FRED SAMPLE
Chicago Manager

JAMES C. PETRILLO, AFM president, and a union negotiating committee will meet within month with Industry Music Committee, named in December by NAB President Justin Miller.

Decision to lay delicate industry-union music problems on conference table was reached Friday when Mr. Miller appeared before AFM international executive board in Chicago. Music Committee meeting with AFL probably will be held in New York.

Out of session developed a feeling of cordiality foreign to past negotiations. Cordial setting was laid when Joseph A. Padway, AFM and AFL general counsel, warmly introduced Mr. Miller to board, recalling that for many years he had practiced before him.

Perfect accord attending the meeting indicated either that (1) Mr. Miller was a negotiator worthy of his high position or (2) Petrillo had one eye cocked Lea-ward (The Lea Bill—HR5117—would make some Petrillo endeavors to force hiring of musicians a penal offense).

Negotiations on nationwide basis are planned by AFM, Mr. Petrillo indicated after conference, perhaps something along line of IRNA agreement of 1937-39 which was dropped when Thurman Arnold, then Dept. of Justice trust buster, threatened to clamp anti-trust action against both parties.

The AFM head said negotiations by AFM locals had not been satisfactory. He expressed regret Mr. Miller did not have authority to negotiate on behalf of radio.

A strike is last thing he would want to call, Mr. Petrillo said. He merely wants fair play and protection for members from radio industry, he added. "We have our interest and we want to protect it," he explained.

He denied that no one can arbitrate with him or go half way. "I'm very willing to go along. We want no strike but only 275 stations hire live music. The rest do not. Many stations that accept chain programs should have staff musicians. It isn't true that small towns can't provide union musicians because the unions will give them service even if it has to bring musicians from the big towns."

Mr. Miller, in a statement, said:

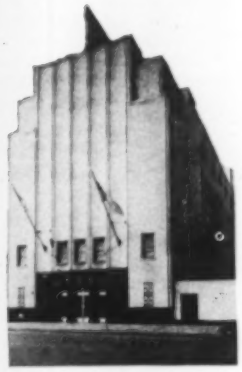
"There is no reason to think that fair-minded men, ready and willing to find an equitable basis for mutually satisfactory relations, cannot ultimately resolve the problems on the dotted line rather than on the picket line. I feel certain that the millions of American radio listeners will join us in this common purpose to settle our problems in conference. I believe progress has been made over the weekend. I will suggest and evaluate the results forthcoming from today's meeting, and will make a report to the special Industry Music Committee which meets in Washington next Monday."

Attending the conference with Mr. Miller were C. E. Arney Jr., NAB secretary-treasury; Edward M. Kirby, public relations counsel, and nine members of AFM board (see story, page 17).

Chatting afterward Mr. Petrillo said he didn't want to discuss what was said unless Judge Miller was present. Nowhere can you find any criticism or derogatory mention of NAB or any of its members, the union head said, but the radio industry and NAB have been guilty in the past of criticizing him as an individual and as head of the union.

He said, recalling his bad press, that he had offered a public relations man $100,000 to head his publicity but the offer was rejected on the ground that it was too late to do any good.

A YEAR OF 1945 ACHIEVEMENT



AUGUST 20, 1945 marked the completion of a full quarter-century of continuous broadcasting by WWJ, the first commercial radio station in the world to attain that mark. During 1945 as in the preceding war years, WWJ played a major role in "spark-plugging" the achievements of Detroit's great war effort.

As Detroit was truly the arsenal of democracy then, it is the hope of the nation today in the effort to lead the world to a higher standard of prosperity and living. In Detroit is the productive capacity and the "know-how" to achieve great peacetime goals. It needs only the will and the cooperative spirit to accomplish hitherto undreamed of production miracles. In this dynamic community, WWJ because of its enterprise and prestige is regarded as a vital spark in furthering the public good.

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

NBC Basic Network
Associate FM Station WENA

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"by the company he keeps"
A sure barometer of radio station popularity in any market is the number of local advertisers who use the station . . .
In Omaha, a recent check shows KOIL has 90 local advertisers. Station B has 71, Station C has 66, Station D has 59. Judge for yourself.
NOW
Basic American
GORDON GRAY
General Manager
KOIL
Represented by
Edward Petry Co., Inc.
5000 WATTS
1290 KILOCYCLES
Basic
AMERICAN BROADCASTING CO. . . . in Omaha

BROADCASTING
TELECASTING

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Sid Hix — 16

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* Reg. U. S. Pat. Office

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SHREVEPORT, LOUISIANA

STACKS UP!

among the 12 cities of 115,000 to 125,000 population

ANY city that ranks TWELFTH in size in a group of the nation's twelve cities with populations of 115,000 to 125,000 and FOURTH in the lumber, building and hardware sales for a year, is a city that "STACKS UP."

That's the score that proves that Shreveport, capital of the Ark-La-Tex, is the capital of one of the nation's richest market areas. And that's the area blanketed by 50,000-watt KWKH.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

CREATED FOR THE COAST . . . by the de

The New Hollywood

. . . is always looking for a bigger barn

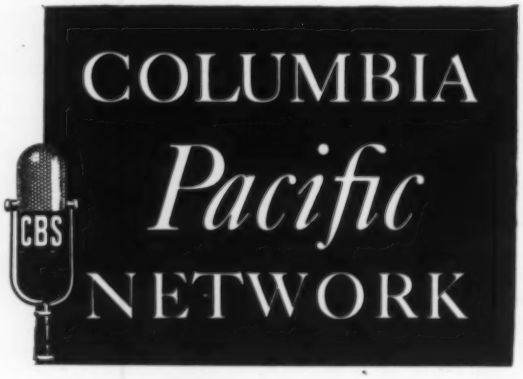
We've tried everything but rubber walls—and still our biggest studio isn't big *enough* for Columbia Pacific's lively Western variety show, the *New Hollywood Barn Dance*. One invitation from emcee Cottonseed Clark can start a studio stampede. We used to fill 1,000 seats with only a fraction of the fans who wanted to see this old-fashioned hoe-down. So, to quiet the clamoring of the rest . . .

We send the *Barn Dance* gang for personal appearances at the biggest theaters and halls we can find. Right now, they're at the Western Palisades Ballroom in Santa Monica. It *is* big—but still not big enough for the crowds that greet the *Barn Dance* everywhere. In fact the management had to bring in 5,000 extra seats.

Hollywood Barn Dance folks get the same unanimous reception wherever they go. They packed the Orpheum Theater in downtown Los Angeles. They sold $2,035,600 worth of War Bonds in a tour of six small West Coast towns. And in two years they've played before audiences *totalling nearly half a million enthusiastic people.*

What makes a radio program so popular? First, the heart-warming wit and the foot-tapping tunes of these real Western performers. Second, the *smooth, sure showmanship* that makes CPN programs superlative entertainment for listeners up and down the length of the Pacific Coast.

If you want a show that can win the West for your sales message, better see us (or Radio Sales) about sponsoring the *New Hollywood Barn Dance* or some other house-packing CPN program.



A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

th idea Network

dBarn Dance

Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

IT'S 76* IN THE TAMPA-ST. PETERSBURG MARKET

...AND MOST OF THEM STAY TUNED TO WFLA

* More than 76 percent of the homes in the Tampa-St. Petersburg market have radios!

Day and night, most of them stay tuned to the 5000-watt Voice of WFLA. Top-ranking NBC shows, plus good local programming, make WFLA the most-listened-to station in the heart of Florida's richest trade area.

5000 WATTS DAY AND NIGHT

WFLA

The Tampa Tribune Station

TAMPA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO

Feature of the Week

Gov. Vivian, Secy. Anderson and Mr. Terry

"I FEEL that this new farm program is something of a symbol of the coming age of American radio," said Agriculture Secretary Clinton P. Anderson speaking of the new *Farm Reporter* program started Jan. 11 on KLZ Denver [BROADCASTING, Dec. 24]. Secy. Anderson was principal speaker at a KLZ dinner Thursday evening, Jan. 10 at Denver's Cosmopolitan Hotel.

In outlining Colorado farm goals for 1946, Secy. Anderson said: "The American farmer—the Colorado farmer—will need to use all the tools available to him in 1946, because he has a big job ahead. We have felt for a long time that the licensing of a radio station to 'serve the public interest' means much more than merely setting aside time to be devoted to agricultural information. For years, there have been a few broadcasters who demonstrated that the constantly improving techniques of the radio profession can be adapted to bring information to the farm people . . ."

Other speakers included Gov. John C. Vivian; Dr. Roy M. Green, president of Colorado A & M College; and Edgar T. Bell, KLZ vice president and treasurer. Hugh B. Terry, manager of KLZ, presided and introduced Lowell Watts, who directs *Farm Reporter*. Programs began Jan. 11, and continue Monday-Friday, 12:30-12:45 p.m.

Sellers of Sales

AN approximate total of $500,000 billings is in the able hands of a grandmother. She is Penelope Simmons, timebuyer and manager of the radio department of Federal Adv. Agency, New York.

Born in New York City on July 13, 1903, she attended high school there. Upon graduation she married John Simmons. She is the mother of three children. In 1934 Mr. Simmons died and Penny, as she is known to everyone, joined Federal Adv. as a combination stenographer and secretary in the radio department. A year after joining the agency Penny took some radio courses at New York University.

In 1940 she took over the time buying duties and in 1944 she was made manager of the radio department. In the latter capacity she is responsible for script schedules, copy, and so on. In her time buying position she is responsible for the advertising campaigns of the following accounts: American Safety Razor, Dixon Ticonderoga Pencils, Durkee Famous Foods, General Cigar Co., Rockwood & Co., John F. Trommer. Total amount of the above billings is about $500,000.

After the war started, Penny wrote to her nephews under the pennames of their respective babies, which resulted in the beginning of the column "Baby Speaking" which is a letter from baby to father, published every month in Modern Baby Magazine. She started writing the column last July.

PENELOPE

In her spare time —of which there isn't much — she loves to decorate her home. She does her own painting, papering and the like. Penny's home is located in Flushing, Long Island. Her aunt and daughter Joan, 17, live with her. She has another daughter, Patricia, 20, married, and the mother of Steven, 8 months old. Her son John, 22, is a corporal stationed in Germany.

For complete relaxation after a busy day at the agency she likes to read light novels and detective stories. She will read anything that doesn't require deep concentration.

Blonde, blue-eyed, charming and clever, Penny typifies the American career women.

TODAY IN D. C.

Available on the entire Associated Broadcasting System Network, or locally on WWDC — nightly at 9:00 P. M., EST.

Mark Austad summarizes, in 15 minutes, the world's happenings, as seen from the Washington viewpoint, with particular emphasis on the White House, Capitol Hill and human interest angles.

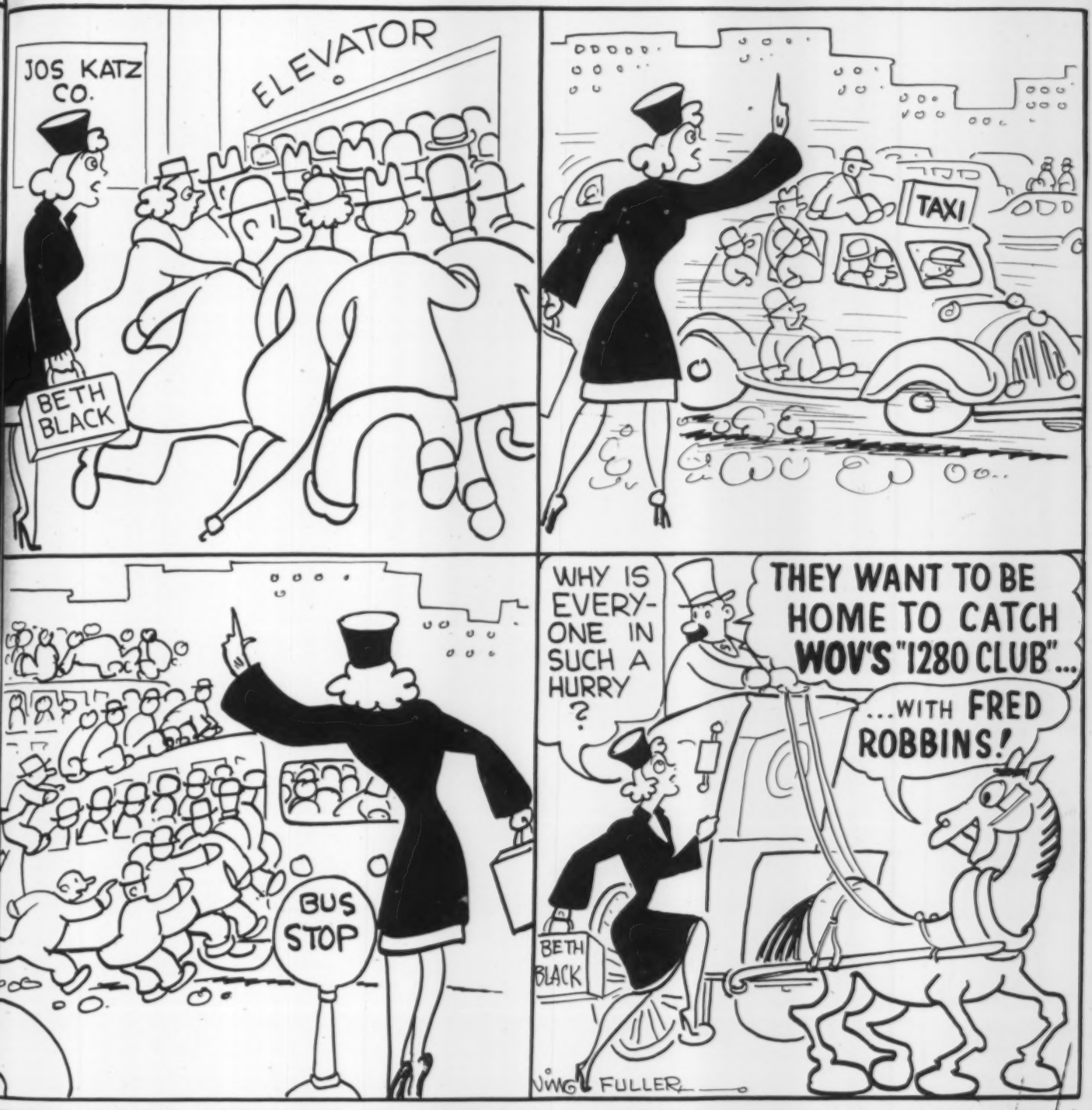
A complete staff of trained newsmen and women keep Mark supplied with full information on every important development. Mark knows news and has a voice that is easy listening. Three years in khaki have given him a down-to-earth viewpoint.

Available on the entire Associated Broadcasting System Network or as a co-op in any ABS city. Write, wire or phone Ben Strouse at

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY



THIS FAST-MOVING PROGRAM CONSISTENTLY RATES HIGH WITH NEW YORK'S RADIO MILLIONS . . .

WOV's "1280 CLUB" program enjoys one of the largest metropolitan evening audiences listening to any New York independent station between the Hooper checking hours of 7:30 and 10:00 p.m. And what is more . . . this recorded show, mc'd by Fred Robbins, Professor of Thermodynamics, delivers this largest average audience at the lowest cost per listener. A few participating periods are available, three or six nights a week.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

This is the type of Public Service Programming * *we strive for on* KSO..

Des Moines **RADIO COUNCIL**

MRS. KATE GOLDMAN, Asst. Dir.
3333 GRAND AVENUE
PHONE 5-8135

MRS. CLELLA DARBY, Director
1400 73RD STREET
PHONE 5-7821

Des Moines, Iowa,
December 13 1945

Mr. Ed Linehan
Radio Station KSO
Old Colony Bldg.
Des Moines, Iowa

Dear Mr. Linehan;

As chairman of the local Peabody Awards Committee it gives me great pleasure to inform you that your program series, Careers in the Making; received the local award in category 6, Outstanding educational program. The committee wishes to congratulate you on this splendid series.

This program is now eligible for National competition and your entry should reach the University of Georgia on or before January 7, 1946.

Mail your transcription and history of same to University of Georgia, c/O John E. Drewry.

Sincerely;
Clella Darby.
Ch. Local Peabody Committee

* "CAREERS IN THE MAKING," *presented by the Frankel Clothing Co. of Des Moines and now in its second year over KSO, has been widely acclaimed by Des Moines educators and civic leaders. It is one of many public service programs developed by KSO's program department ... another reason why KSO listener loyalty is so high.*

KSO

DES MOINES, IOWA 5000 Watts

Kingsley H. Murphy, Owner • • George J. Higgins, General Manager

Represented by Headley-Reed Co.

Have You Heard . . .

In the responsive Atlanta market the radio picture has been significantly changed by WAGA's power to be heard, timely programming, and aggressive promotion.

Investigate and see for yourself how WAGA during the past two years has made more progress than any other Atlanta station.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

MANAGER, HOLLYWOOD OFFICE

Three years, University of Wisconsin
Five years, Chicago Tribune
Five years, Marshall Field & Co.
Free & Peters since September, 1938

Reading from left to right—

HAL W. HOAG!

Hal Hoag cut his advertising teeth with the Chicago Tribune, then decided to learn merchandising with Marshall Field & Co. When we first met him, he was doing most of the behind-the-scenes work for a hard-driven buyer, and we knew right then we wanted *him* in our organization, to help us help *you* with your spot radio. . . . .

As almost everybody agrees, spot broadcasting is the most economical and most effective technique in radio. But unfortunately, it's not the easiest. It requires *more work*, more time, more thought than other systems. . . . And that's where F&P comes in. Our job is to take some of the load off your shoulders — to help you determine your best markets, to furnish you the information by which you can easily select your best stations, to help you discover new program ideas, to relieve you of the detail of "clearing time," etc. In short, to help you make your use of spot radio as *easy* as it is *resultful*.

That's why Hal Hoag and *each* of our top-notch men is more interested in doing something to help you, than in "selling" you. It's the way we work in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KVAL	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *58 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING

VOL. 30, NO. 3 WASHINGTON, D. C., JANUARY 21, 1946 $5.00 A YEAR—15c A COPY

Clears' Fate Debated; Resume April 15

Both Sides Show Their Task Is Unfinished

By JACK LEVY and RUFUS CRATER

A PROLOGUE to the main issues surrounding the determination of the future role of clear channel stations was provided by the FCC last week in four days of hearings devoted largely to preliminary testimony setting the stage for further proceedings. At the close of the Thursday session, the hearings were recessed until April 15.

While voluminous evidence, both from proponents and opponents of the clear channels, was taken at the hearings, it became more apparent as the deliberations continued that the proceedings were merely the opening gun in what promised to become an extended "docket" case.

Neither the Commission nor the industry committees, charged with carrying out vital studies for consideration at the hearings, had completed their tasks. The only subject on which testimony was completed was the *Survey of Radio Attitudes of Rural Listeners*, conducted by the Bureau of Agricultural Economics, which the Commission had released early in December. The second Government survey, which is to determine what stations are listened to in rural areas, was not yet ready for presentation. The study is now being tabulated by the Census Bureau.

No Full Reports

None of the three technical commitees, composed of industry and Commission engineers, had been able to present a complete report on its assigned subject. Each of the committees, however, filed an interim report, outlining its progress in fulfilling its assignment. One recommended that it be permitted to prepare additional data which would require "six man-months of engineering time." Another said it needed six months for further tests. A third reported it has not had sufficient time to accumulate and analyze enough data to make recommendations.

However, from the testimony which was presented, it was apparent that the burden of proof thus far has been on the proponents favoring the retention of clear channels. During the first three days of hearings, when a parade of witnesses took the stand to oppose or recommend modification of the clear channel system, Louis G. Caldwell, counsel for the clear channel stations, painstakingly questioned their testimony. Paul D. P. Spearman, counsel for the Regional Broadcasters Assn., on the other hand, was usually content to let the testimony stand.

A charge that organized opposition to the clear channel stations was being shown at the hearings was made by Mr. Caldwell after a witness, testifying "in behalf of the people of Montana" and with the authority of the Governor of the state, had urged breakdown of the "clears." When Chairman Porter asked whether he had evidence to support such a charge, Mr. Caldwell replied he had "direct information" from one source.

Outstanding in the testimony was that from agricultural representatives, both from the Department of Agriculture and from farm organizations. The Department cited difficulties in obtaining time from networks and stations and introduced evidence showing a marked decline in broadcasting of farm programs since 1942, attributing the decrease to stations selling choice time.

That a modification, at least, of the clear channel stations was expected was obvious in the testimony of a number of the witnesses. When it was suggested to one witness that clear channel stations might be given more power to reach deeper into rural areas, he remarked that he would not be present if he believed that would be the case.

However, when the hearings entered their fourth and last day, voluminous data was introduced in the form of comprehensive exhibits to support the case for the clear channel stations. Mr. Caldwell was just getting started, it appeared, when the proceedings were recessed.

Chairman Porter said he hoped the committees will have more nearly completed their studies when the sessions resume in April and that it will be possible to continue the deliberations until all necessary testimony has been taken.

Decide Fate of Applicants

Upon the outcome of the hearings will depend the fate of some two-score applications which seek duplicated operation on clear channels. It has been an open secret for several years that certain members of the Commission, as well as a segment of the engineering fraternity, favor duplication of clears, contending that better service to a greater number of people can be provided through retention of such exclusive wavelengths for high power outlets.

This attitude was reflected in the testimony of a number of witnesses. Thus far, however, the main theme seemed to be for duplication of all clear channels on the coasts. Little testimony was adduced on duplication of clear channels in the country's interior.

The hearings go to the advisability of modifying the FCC's rules (Section 325), which specify the 24 I-A channels for exclusive use of such channels at night by stations using power of not more than 50,000 w.

Whether the power limitation should be removed also is an issue. Practically all of the Class I-A stations have had applications pending from time to time for increases in power up to 750,000 w. A salient issue is that of whether use of clear channels can be justified unless

(*Continued on page 16*)

Summary of 4-Day Hearings on Clear Channels

1. Regional broadcasters and farm organizations urged breakdown of the clear channels. Charged that clear stations fail to provide satisfactory service to rural areas.

2. Department of Agriculture recommended that FCC require broadcasters to provide adequate and suitable time for farm programs; criticized agricultural programs of clear channel stations as being too generalized in approach and failing to meet local conditions; attributed increase in number of farm programs to policy adopted in 1940 permitting officials to participate in sponsored shows.

3. Technical committees presented interim reports on studies to determine whether standards regarding interference, signals, and other engineering matters should be changed. Asked more time to complete studies.

4. Clear channel broadcasters began presentation of evidence in support of clears on fourth day of hearings. Will continue when sessions resume April 15.

Dr. Rensis Likert, Commissioners Denny, Durr, Walker, Chairman Porter, Wakefield, Wills.

Clear Channel

(*Continued from page 15*)

power is increased substantially.

The hearings opened Monday (Jan. 14) at 10:30 a.m. with Chairman Porter and Commissioners Denny, Durr, Walker, Wakefield and Wills present. Commissioner Jett was in Cuba to discuss international allocations problems in preparation for the conference Feb. 4 to renew the North American Regional Broadcasting Agreement.

Rosel H. Hyde, FCC general counsel, reviewed developments leading to the hearings and the various issues on which testimony would be heard. He traced the organization of the technical committees appointed to conduct studies for consideration at the hearings and said he would be unable to present the full report of the committees during the current sessions.

Mr. Hyde offered as the Commission's first witness H. Underwood Graham, of the broadcast division of the Engineering Dept., who testified regarding five exhibits introduced as evidence. These

See other Clear Channel stories and pictures on pages 15, 50, 66, 67, 69, 70, 71, 72, 73, 74, 76.

comprised (1) a map showing primary daytime coverage of Class I-A stations (2) a map showing nighttime coverage of these stations (3) a map showing nighttime secondary coverage of 24 Class I-A stations (4) a map showing nighttime secondary coverage of 32 Class I-B stations and (5) a classification listing the stations shown on the maps.

Mr. Graham was questioned closely during cross-examination by Mr. Caldwell as to the purpose of the maps and Chairman Porter interrupted to say that "the maps speak for themselves and the Commission is well aware of their limitations."

Mr. Graham said that few stations designated Class I-B under NARBA are operating under the requirements for that classification.

Under questioning by Mr. Caldwell, he said that in some areas it is necessary to tune in distant stations in order to obtain satisfactory signals.

Under cross-examination by Mr. Spearman, Mr. Graham affirmed that Class I-B stations provide more service to distant listeners than Class I-A stations.

Dallas W. Smythe, chief of the FCC Economics Division, was the next witness. As chairman of Committee 4, in charge of surveys, he described the organization of the committee and the discussions which led to the decision to undertake two major surveys: (1) the study of rural attitudes regarding radio service, conducted by the Bureau of Agricultural Economics, Dept. of Agriculture and (2) a coverage survey assigned to the Bureau of the Census. The tabulation of data for the latter survey, he testified, has not been completed.

Mr. Smythe said the committee was concerned with two principal problems, namely, how to satisfy needs of an estimated 10,000,000 people outside the daytime and 20,000,000 outside the nighttime primary service areas and whether the program service rendered by clear channel stations is particularly suited to the needs of rural listeners.

When Mr. Smythe testified that he would be unable to offer the full report of the Census survey, Mr. Caldwell started a line of questioning which, he explained, was to show that since the Government, with its more extensive facilities, was unable to complete its studies it should be understandable that the technical committees have experienced the same difficulties.

Chairman Porter objected to Mr. Caldwell's line of inquiry, saying he could see no point in "going into the agonies" of delving into the "frustrations" experienced by the Commission or the committees in completing their reports.

When Mr. Caldwell inquired of the witness whether there were questions asked in the rural attitudes survey on which answers had not been tabulated, Chairman Porter interrupted to ask: "Are you fishing for some suppressed document?"

Mr. Caldwell replied he was attempting to determine whether there were any questions not reported by the rural attitudes survey. Mr. Smythe explained that overlapping questions were included in the questionnaire for the survey in order to assure accuracy of data.

Spearman Challenges Caldwell's Questions

When Mr. Caldwell attempted to bring out that several of the questions used for the survey were modifications of those originally proposed and were objected to by certain members of the committee, Mr. Spearman challenged his interrogations. "Isn't it a fact", he asked, "that one Louis G. Caldwell agreed to the questions?"

Chairman Porter cut short this debate, observing that while the dialogue was "fascinating" it would be of little use in the deliberations.

To questions from Mr. Caldwell regarding untabulated data obtained from the survey, Mr. Smythe said: "If they can get more gold out of the ore, I'm in favor of it."

Dr. Rensis Likert, chief of the Division of Program Surveys, of the Bureau of Agricultural Economics, under whose responsibility the rural attitudes survey was conducted, gave testimony on the procedure used by the Division in gathering its data and the sample techniques developed for obtaining representative answers to questionnaires. He described the experience of his Division in making surveys and the preparations, through consultations with prominent research organizations, for the attitudes study.

Testimony on the results of the survey was given by Dr. Angus Campbell, assistant chief of the Division of Program Surveys. He listed as some of the highspots the great value placed on radio by rural people, the importance attached to news programs, the interest of southern people in religious programs, and the definite attitudes of rural women toward serials.

He said 200 interviewers, employed part-time by the Division, were used for the survey and that most of them had previous interviewing experience. In reply to questioning by Mr. Caldwell, he said he thought a substantial num-

(*Continued on page 69*)

Hyde Sketches Clear Channel Issue

HISTORY of the clear channel issue was sketched by Rosel H. Hyde, General Counsel of the FCC, in a preliminary statement at the opening of the clear channel hearings before the Commission last Monday. Text of his statement:

"The allocations of frequencies in the standard broadcast band as clear channels dates from 1923 when the Dept. of Commerce, then the licensing authority, set aside 40 frequencies as clear channel frequencies.

"In 1926, after an adverse court action and a ruling by the Acting Attorney General, there was a breakdown in broadcast allocations. Congress passed the Communications Act of 1927 and there was organized the Federal Radio Commission, which immediately ordered 25 channels partially or entirely cleared.

"Thereafter the Federal Radio Commission developed an allocation plan which was promulgated in its General Order No. 40. General Order No. 40 classified frequencies as clear, regional, and local. Forty channels were designated as clear channels.

"The general plan of the Federal Radio Commission's allocation was continued in effect by the Federal Communications Commission, which was organized in 1934. The present rules and regulations of the Commission allocating broadcast facilities are in sections 3.21 to 3.27 inclusive. Section 3.25 designates certain channels as clear channels. There are 46 in this category; 24 are known as I-A channels and 22 as I-B channels.

"This proceeding in the matter of Clear Channel Broadcasting was authorized in an order of the Commission on Feb. 20, 1945. The reasons therefor and the issues to be considered appear in the order, which has been served upon all broadcast licensees. Notice has also been given to all concerned by publication in the *Federal Register*.

"In connection with the preparatory work for this proceeding, four government-industry committees were organized—Committee I for determination of what constitutes a satisfactory signal; Committee II for determination of what constitutes objectionable interference; Committee III for determination of distances to which and areas over which various signal strengths are delivered; Committee IV to plan and arrange for listeners' surveys. I regret I am not able to present at the outset complete reports from each of these committees. We hope to have interim reports from the engineering committees and we shall have a report from committee IV, which had charge of listeners' surveys."

Drawn for BROADCASTING by Sid Hix

"He wants to know if FM would make his horn work better!"

Miller To Report on Petrillo Meeting

Industry Committee Will Hear About Chicago Conversations

FRESH from his Daniel-in-the-Lion's-Den appearance before the AFM international board and James C. Petrillo in Chicago last Friday, Justin Miller, NAB president, today (Jan. 21) reports to the Industry Music Committee on what he said to the AFM and vice versa.

As the NAB president headed eastward from the association's board meeting at Los Angeles and the three West Coast district meetings, hope was expressed that negotiations with the AFM would at last bring out the facts. This would be a decided departure from past experiences.

President Miller went to the Chicago AFM meeting after a behind-the-eight-ball acceptance by Petrillo of his request for a personal conference with the union president. Petrillo's acceptance was worded to put the NAB head strictly on the defensive [BROADCASTING, Jan. 14].

Has Vote of Confidence

As a result of a 3½-month study of broadcasting's grievances and attitudes on the music problem Mr. Miller made a favorable impression in his Los Angeles appearance before the NAB's own board which gave him a vote of confidence.

He had frequently voiced a desire to hear AFM's side of the question direct from headquarters, and to cut down some of the high blood pressure in favor of businesslike conversations. At the Los Angeles board meeting he was instructed to arrange a meeting with Petrillo but it wasn't figured that he would have to fight the whole family by appearing before the union's international board.

Meeting in Washington, the Industry Music Committee will hear all the details from President Miller, along with a report from the NAB's board and the sentiments voiced at the three district meetings. Chairman of the committee is John Elmer, WCBM Baltimore.

The committee was appointed Nov. 24 by President Miller to represent all segments of the industry. Modernizing of industry approach to labor relations was advocated by the committee at its first meeting Dec. 6 and warning was voiced that the AFM was about to launch some serious feather-bedding to increase employment of musicians.

To bring its files up to date NAB last week sent a questionnaire to all broadcast stations. A. D. Willard Jr., executive vice president, told stations the questionnaire was designed to fill NAB's need for facts on how many musicians are employed by the industry.

He pointed out that both Government and the AFM have been using statistics on musicians in broadcasting. These figures, NAB feels, do not tell the story of current employment.

To bring in the figures quickly the questionnaire is short and pertinent. No figures for individual stations will be divulged and only totals will be used by the NAB's Employe-Employer Relations Dept. in compiling the results.

Plan Biggest Campaign

AMERICAN SAFETY RAZOR Corp., New York, starts largest advertising campaign in its history for 1946. More than $2,600,000 has been appropriated for campaign which will run throughout year on radio, in newspapers, magazines and point of purchase displays. Firm, which sponsors *Adventures of the Falcon* Tues. 8:30-9 p.m. on Mutual, plans to increase number of stations as soon as time is available. Other radio plans are being considered but are not to be announced until second quarter of 1946.

Power Boosts, Channel Shifts Granted KCMO, KOAM, KGNC

CULMINATING several months, consideration, the FCC last Friday announced conditional grants of vastly improved facilities for three standard broadcast stations but premised upon rigid engineering conditions.

Under the decisions, which are said to require the most intricate engineering for mutual protection of the outlets yet evolved, these assignments are authorized:

KCMO Kansas City, to shift frequency from 1480 to 810 kc and increase power from 5,000 w to 50,000 w day and 10,000 w night, directional at night, with unlimited time.

KOAM Pittsburg, Kan., to change from 810 to 860 kc, increase power from 1,000 w to 5,000 w and time of operation from daytime to unlimited.

KGNC Amarillo, Tex., to shift from 1440 to 710 kc, increase power from 1,000 w night, 5,000 w local sunset to 10,000 w directional antenna, unlimited time.

WHB, WTCN Unsettled

Left unsettled were the applications of WHB Kansas City and WTCN St. Paul for assignment on 710 kc with 10,000 w. These applications are said to be mutually exclusive. Which will get the assignment will depend upon further engineering studies relating to interference which would be caused, with the directional system to be used by the Amarillo station to be determined on the basis of protection for Kansas City or St. Paul.

Simultaneously, the FCC announced dismissal of the application of KONO San Antonio for 860 kc and an increase in power from its present 250 w on 1400 kc to 1,000 w night, 5,000 w day. This was done in accordance with the Commission's policy announced Jan. 5 providing for dismissal of broadcast applications designated for consolidated hearing without prejudice [BROADCASTING, Jan. 14].

The assignments are premised upon an agreement reached Oct. 12 by the five stations. This stipulation, signed by Tom L. Evans, president of KCMO; E. V. Baxter, president of KOAM; O. L. Taylor, executive general manager of KGNC; C. T. Hagman, vice-president and general manager of WTCN, and J. F. Cash, vice-president of WHB, set forth the engineering conditions which would be complied with in the event the grants were authorized by the Commission.

Mr. Evans, president of the Crown Drug Co., operating in the Midwest, is a longtime friend of President Truman. The application for 810 kc, however, was filed prior to Mr. Truman's elevation to the presidency, having been pending since 1941.

The Commission shortly is expected to call a meeting of the licensees, spelling out necessity for rigid compliance with the engineering conditions specified. Installation of directional antennas will entail considerable expense, according to Commission and engineering consultants who participated in development of the allocation plan.

Adam Hat Names

ADAM HAT STORES, New York, has appointed LaRoche & Ellis, New York, to handle its advertising effective March 1. Advertising program will continue to use radio, newspapers, magazines and outdoors. Definite radio plans are to be announced next week. Firm at present sponsors the fights every Monday night on ABS. Buchanan & Co., New York, formerly handled Adam Hat account.

Mutual Reaches 285

MUTUAL affiliates were brought up to a total of 285 last week with the addition of WMOX Meridian, Miss. and KVOP Plainview, Tex. WMOX, 250 w on 1240 kc, is owned and operated by Birney Imes Jr. Upon completion of station, on or about Feb. 15, it will join the network. KVOP, which becomes an affiliate March 1, operates on 250 w, 1400 kc, and is jointly owned and operated by W. J. Harpole and J. C. Rothwell.

NEW and retiring presidents of Federal Communications Bar Association (Philip Loucks, l, new, and Eliot C. Lovett, retiring) look over copy of Lea Anti-Racketeering Bill.

STRIKE VIRTUALLY HALTS PRODUCTION

PRODUCTION of sorely-needed radios and electrical and electronic equipment virtually ceased throughout the nation last week as long-sizzling labor troubles burst at last into explosive strikes of 200,000 workers against the giants of American electrical manufacturing.

Striking members of the United Electrical, Radio & Machine Workers of America (CIO) froze production at General Electric Co., Westinghouse Corp. and the electrical division of General Motors Corp. Prospects that production might be resumed soon were unlikely.

The strike, which hit 79 plants in 16 states on Jan. 15, left only small, independent manufacturers in production.

In Washington John D. Small, chief of the Civilian Production Administration, urged the electrical equipment industry to start voluntary rationing of all deliveries during the strike so that such equipment would be distributed to meet emergency needs.

Westinghouse Voids Contract

No negotiations to halt the strike were in progress last week and Westinghouse added a further note of gloom to the situation when the corporation notified the union that it was terminating its contract effective March 31.

The strike was termed "100 per cent effective" by Albert J. Fitzgerald, general president of UE-CIO.

Charles E. Wilson, GE president, said that production and delivery of electrical equipment badly needed for the reconversion of American industrial plants and commercial establishments throughout the country have been "unfortunately and indefinitely suspended" for the duration of the strike.

Of the 200,000 strikers, 100,000 are from GE plants, 75,000 from Westinghouse and 25,000 from the electrical division of General Motors.

FM Is Open Question as Hearing Begins

Zenith Presents Conclusions From Tests

By BILL BAILEY

ALLOCATION of additional FM channels to supplement the 100 already designated in the 88-108 mc band, still was undecided Friday night as the FCC completed first day's hearing on petition of the Zenith Radio Corp. to include the 42-50 mc band for FM.

The Commission was urged to give consideration to releasing at least a portion of the 44-50 mc band for FM. Late Friday Zenith amended its petition orally to eliminate the 42-44 mc portion of the spectrum after witnesses testified that tests for rural radiophone service already are underway below 44 mc.

In recessing Friday FCC Chairman Paul A. Porter announced the hearings would be resumed at 9 a.m. Saturday and would be concluded that day, although some 15 witnesses—half of those scheduled—were yet to appear.

Zenith's Carnahan

Reid Opposes Zenith Petition

During Friday's session the only witness to oppose the Zenith petition was John D. Reid, research manager, Crosley Corp., Cincinnati, who testified the Commission's high-band allocations would provide a better FM service than the lower band. To earlier testimony that 100-mc FM won't reach the rural areas, Mr. Reid suggested that FM be used for urban areas and that the Commission authorize high power clear channel stations for rural coverage.

Developments at Friday's session:

While the FCC will not accept measurements of the 50 and 100 mc bands at Deerfield, Ill., made by Zenith and at Andalusia, Pa., made by Commission engineers, as conclusive evidence that it erred in allocating FM to the 88-108 mc band, speculation arose that the Commission is thinking of adding a portion of the lower band.

Cross-examination of witnesses by Chairman Porter, Commissioners E. K. Jett, Charles R. Denny Jr. and Harry M. Plotkin, assistant general counsel in charge of litigation, indicated that: (1) the FCC is concerned about the delay to set manufacture should the 44-50 mc band be added; (2) the Commission is concerned about the additional cost of sets to the public for two-band receivers; (3) the Commission might go ahead with FM at 88-108 mc for a year, then decide whether to add other bands on the basis of engineering data to be collected; (4) it was freely admitted that there is no quantative data concerning the 88-108 mc region.

John Morgan Davis, counsel of the NAB, filed a brief in which the NAB urged the FCC to allocate at least 40 additional channels for FM "somewhere in the 42 to 88 mc portion of the spectrum."

On the set issues Zenith witnesses testified that the cost of adding a second FM band (to the 88-108 mc band) would be 47.8 cents per set to the manufacturer. The transition could be made "in days" with negligible delay to production.

Mr. Reid said Crosley retail price would go up from $4.50 to $7.50 to the consumer and his firm would encounter a five-month delay in production. Under cross-examination, however, he said Crosley wouldn't be in FM set production until June. He added, however, that should the FCC announce an added allocation of FM channels within a short time, there would be no delay beyond the June period.

Zenith based its plea for assignment of the 44-50 mc band to FM on the grounds that the higher band would not provide adequate service to rural areas; that no TV applications have been filed for the new No. 1 TV channel, 44-50 mc, and that additional channels are needed to meet the demands for frequencies.

Hart Cowperthwait, FCC television division engineer, testified, however, that there are on file for TV facilities applications from three cities which automatically would be assigned the No. 1 channel. He listed them as Bridgeport, Conn., Wilkes-Barre, Pa. and Riverside, Cal. Seven other applications have requested the first channel, he said.

Measurements by Zenith at Deerfield, and those at Andalusia by the Commission were the focal point of Friday's testimony and cross-examination.

C. W. Carnahan, Zenith physicist and engineer, who supervised tests at Deerfield, presented charts which showed the following:

Actual measured median field intensity averaged over 5-9 a.m. and 3-10 p.m. EST, on 46.7 mc at Andalusia was 64% of theoretical, while the field intensity on 83.75 mc was 110% of theoretical at Andalusia.

At Deerfield the 45.5 mc field intensity was 200% of the theoretical value while the 91 mc field intensity was only 46.8% of theoretical value. Had the Andalusia measurements been made from 11 a.m. to 11 p.m., as were the Deerfield recordings, Mr. Carnahan calculated that the 46.7 mc field intensity would have been 45.5% of theoretical value and the 83.75 mc 72.2% of theoretical.

Agreement Closer

He pointed out that the agreement between 83.75 mc at Andalusia and 91 mc at Deerfield were made closer, while the disagreement between the lower frequencies at Andalusia and Deerfield were made greater.

He pointed out, however, that average field intensities present only part of the story. Zenith is interested in how well the average receiver will perform on the higher band, he added. Further tabulations of the data collected at Andalusia and Deerfield indicate, he said, that at 45.5 mc 87% of the total hours were free from dropouts (fading), while on 91 mc only 27% of the total hours were free.

Projecting that analysis to Andalusia, Mr. Carnahan found that service due to dropouts, would be unsatisfactory 19% of the time on 46.7 mc; on 83.75 mc, 49% and on 107 mc, 59% of the time.

Members of the Washington Section, Institute of Radio Engineers, were given a preview of Friday's hearings on Monday night when Mr. Carnahan and Edward W. Allen Jr., assistant chief, FCC Technical Information Section, presented results of the two measurements.

Friday's witnesses included: Messrs. Cowperthwait, Carnahan, Allen, Reid, Charles Ellert, and C. S. Bruam, FCC; J. E. Brown and Irving Herriot, Zenith; C. R. Miner, General Electric Co., who supported Zenith's petition; Frank Freiman, Magnavox Co.; F. M. Ryan, AT&T; Stuart L. Bailey, who calibrated the Deerfield measurements; Leonard Asch, president, WBCA Schenectady.

FCC's Allen

To be heard Saturday were: W. L. Webb and W. P. Hilliard, Bendix Radio Div., Bendix Aviation Corp.; M. L. Levy, Emerson Radio & Phonograph Corp.; R. H. Freeman and Norman E. Wunderlich, Federal Telephone & Radio Corp.; Arthur Freed, Freed Radio Corp.; Cyrus T. Read, Hallicrafters Co.; David B. Smith, Philco Corp.; Dr. C. B. Jolliffe, RCA-NBC; Dr. Ray H. Manson and William F. Cotter, Stromberg-Carlson Co.; Dale Pollack, Templetone Radio Mfg. Co.; H. B. Donely and C. J. Burnside, Westinghouse Electric Corp.; Dr. T. T. Goldsmith and F. J. Bingley, Television Broadcasters Assn. (Dr. Goldsmith also to appear for Allen B. DuMont Labs.); D. E. Noble, Galvin Mfg. Corp. and RTPB Panel 13; Zellon E. Audritsch, Associated Police Communications officers; Herbert A. Friede and Ray Myers, International Municipal Signal Assn.

New Lea Bill Up Wednesday; House Passage Soon Predicted

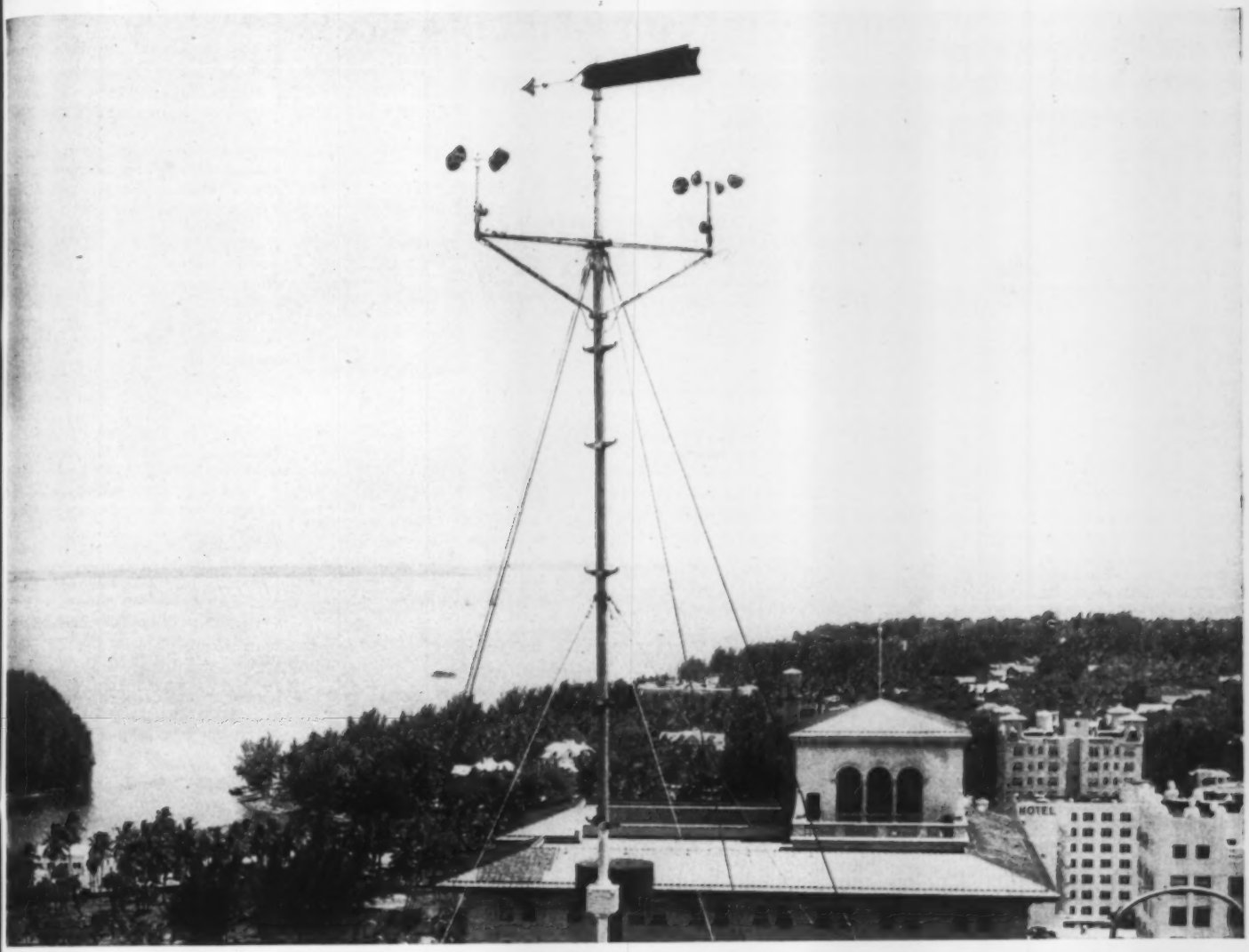
FAVORABLE committee report this week and early House passage of a revised version of the Lea bill to protect broadcasters and the public from demands of James Caesar Petrillo and AFM is expected.

Following a two-hour session last Thursday, members of the House Interstate & Foreign Commerce Committee expressed confidence that the committees would report the bill favorably Wednesday and that the House would pass it.

"We've got to do something to assure the people they can hear the programs they want," said Rep. J. Percy Priest (D-Tenn.), committee member. Rep. Clarence J. Brown (R-Ohio) also expressed optimism. On the other hand Rep. Vito Marcantonio (A-L N.Y.) said the Lea bill would interfere with the right to strike. Rep. Lea said the committee postponed a vote on the bill until Wednesday because several members were not present.

The new version (HR-5117), an amendment to Title V of the Communications Act, was introduced last Monday by Rep. Lea. Written in more condensed form, HR-5117 is broader than its predecessor, HR-4737.

It would be unlawful, under the bill, to compel broadcasters to: (1) pay "tribute for the privilege of" broadcasting transcriptions; (2) impose restrictions on transcriptions; (3) pay "tribute" on transcriptions of programs previously broadcast where payment was made on the original broadcast.



Hurricane warning

That delicate looking instrument is located in Miami. It's a wind measuring machine. And it watches and helps chart the paths of those blow-'em-down storms that come out of the Caribbean.

There's a storm warning already up for postwar business. And the smart operators are nailing things down in place right now.

If your plans call for radio in Baltimore, we'd like to offer you the storm insurance of the successful independent station in this sixth largest city.

The station is W-I-T-H . . . and it delivers the largest number of listeners-per-dollar-spent . . . and Baltimore, you must recall, is a big five-station town. It will pay you to get the facts.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Cy Young Is Appointed General Manager of KEX

Mr. Swartley

Mr. Young

CHARLES S. (Cy) YOUNG, manager of Westinghouse stations WBZ Boston and WBZA Springfield and their FM affiliates in both cities, has been named manager of KEX Portland, Ore., newest station in the Westinghouse group. Wilmer C. Swartley, returned from the Army after four and a half years, has resumed duties as manager of WBZ-WBZA. Mr. Young relieves J. B. Conley as manager of KEX. Mr. Conley will return east for a position with Westinghouse as yet unannounced.

Mr. Young has been with Westinghouse for 28 years, with WBZ-WBZA for 15 years. Mr. Swartley joined Westinghouse in 1930. He became manager of WOWO and WGL Fort Wayne in 1938, and manager of WBZ-WBZA in 1940.

R & R Names Three

JOHN P. COHANE, C. J. McCarthy Jr. and William M. Spire, all account executives of Ruthrauff & Ryan, New York, have been elected vice presidents.

TV HEARINGS
First Proceedings Get Underway Today

WITH the number of applicants reduced to six, the first hearings on television service get under way today (Monday) before the FCC when applications for Washington stations are to be heard.

Originally there were nine applicants for the four available frequencies. The *Washington Times-Herald* withdrew a month ago and last week the Commission granted the request of Scripps-Howard Radio Inc. for dismissal. The Marcus Loew Booking Agency also petitioned for dismissal and the request will probably be granted after five days have elapsed.

The remaining applicants are Bamberger Broadcasting Co., Philco Radio & Television Corp., Evening Star Broadcasting Co. (WMAL), DuMont Labs. Inc., Capital Broadcasting Co. (WWDC), and NBC.

The Commission had assigned one day for each of the applications but as a result of a streamlined procedure proposed by Chairman Porter [BROADCASTING, Jan. 7], the hearings may be completed in less than six days.

Hooper Blasts Methods of CAB; Answer Is Promised This Week

FOR MONTHS, subscribers' doubts over comparative values of audience measurement research organizations have reportedly been growing. Last week, fearful lest crystallization of the doubts result in drastic action, C. E. Hooper released a broadside at one of his competitors, the Cooperative Analysis of Broadcasting.

Mr. Hooper mailed an eight-page "Critical Analysis of the Reasons Behind the Difference in the Size of CAB Figures and Hooperatings" to his subscribers. He wrote ". . . it is difficult to conclude what useful function the CAB rating performs."

Once Mr. Hooper's "critical analysis" was in subscribers' hands, chieftains of CAB reportedly went into hasty huddles. Although none would commit himself to answer Mr. Hooper's allegations at once, a CAB spokesman promised that statements of CAB's purposes and procedures, which certainly would take into consideration Mr. Hooper's remarks, would be forthcoming.

The Issue 'Practical'

The issue between Hooper Inc. and CAB, said Mr. Hooper, is a "practical" problem which "has outgrown the confines of research departments and everywhere has reached top management. Right now, companies are being forced to choose between the two rating services because they cannot stand the cost of both the broad service on national and city ratings furnished by C. E. Hooper Inc. and the high fees of CAB."

Recalling CAB's decision two years ago to change its survey from "recall" type to "coincidental," Mr. Hooper said that although his and CAB surveys were now conducted temporally alike, factors of difference between them still remained. Difference lies, he said, in: (1) what questions are asked, (2) where they are asked, and (3) how they are tabulated.

(1) Mr. Hooper said whereas CAB interviewers use as an opening question: "Will you please tell me what you were listening to on your radio when the telephone rang?" Hooper uses: "Were you listening to your radio just now?" In support of his choice of opening question, Mr. Hooper resorted to testimonials from psychologists.

(2) Hooperatings are measured, he said, in places where all four networks broadcast locally, thus assuring subscribers of adequate comparison between their programs and those competing against theirs. CAB, however, he said, interviews "in scores of places where some of the networks do not transmit locally, and where even remote service varies from day to day, season to season, and particularly between day and night."

To subscribers, Mr. Hooper pointed out: "Now if a competing program rates higher than yours in CAB, you can't conclude it's more popular than your show, because maybe its higher rating is merely due to the fact that it is broadcast locally in some of the CAB cities where your program is not rated.

"The biggest variable in radio is the difference in what people can and do listen to from place to place. The way to avoid introducing this variable of ability to hear the program is to avoid interviewing for network program rating purposes in cities where ability to hear networks is a variable. Avoiding that is precisely what Hooper does. That is precisely what CAB does not do."

(3) To illustrate the Hooper-CAB differences in tabulation of responses, Mr. Hooper took advantage of a case of influenza from which he recently recovered. While ill at his Connecticut home, he overheard his wife telephoning invitations to an eggnog party. The first two phones she called did not answer; the next 11 were busy; the fourteenth did answer. If this sample telephone test were totalled up by Hooper, it would show: available audience 85.7, not at home 14.3, he said. A CAB tabulation, however would show: available audience 33.3, not at home 66.7.

"Eleven busy homes in which there was much better than average reason for listening that morning (it was snowing heavily) would have been discarded by CAB," he said. "Tabulation would be confined to the two which 'did not answer' plus the one home which 'did answer'."

Concluded Mr. Hooper: "Complications which serve to becloud the interpretation of the CAB ratings as well as alter their size are introduced at every step of the way."

GILLINGHAM GIVEN LEGION OF MERIT

AWARD of the Legion of Merit, the Army's fourth highest citation, to Lt. Col. George O. Gillingham, chief of the Information Branch, Chemical Warfare Service, for "notably outstanding service," was disclosed last week coincident with his impending return to the FCC as director of information.

On leave from the Commission since 1942, Col. Gillingham has served two tours as information head of the Chemical Warfare Branch, as well as one tour on special assignment to the Chief of Staff in connection with civil affairs. He is expected to return to the FCC within the next few weeks, relieving Earl Minderman, who has acted during his absence. The latter will undertake a temporary assignment to write the FCC's war history.

Radio Lines Yield AT&T 10½ Million

Half of Total Is Accounted For by Long Lines Service

RADIO PROGRAM transmission brought in a revenue of $10,578,000 to the Bell Telephone System for the 12 months ended last November, a telephone company spokesman reported to BROADCASTING last Thursday. Figure covers most of the Bell System.

Of the 10½ millions, $5,450,000 was collected by AT&T for long lines operation. The remainder is accounted for in local pick-ups, studio transmission, and other radio wire services performed by the company.

Revenue from individual networks and stations was not available. Though radio figures were included in the overall nancial report sent to stockholders last week by AT&T President Walter S. Gifford, the report was not broken down into separate operations.

Mr. Gifford included a protest on the $20,000 reduction in interstate telephone rates scheduled to go into effect Feb. 1. He stated the reduction was not justified in view of wartime or "near future" earnings of AT&T.

Preliminary report for the year 1945 showed a net income for AT&T of $171,831,000 compared to $163,165,614 in 1944.

Wallace Is Appointed KPQ Manager and VP

JAMES W. WALLACE, for four years with Western Electric Government Contract Service in New York, has become vice president and general manager of KPQ, ABC affiliate in Wenatchee, Wash. He also is part owner and director of Wescoast Broadcasting Co., station licensee, and owns shares in and manages KVOS Bellingham, Wash., which recently received a CP for 1000 w.

Mr. Wallace

He is a West Coast radio consultant, former executive of KVI Tacoma and former manager of Graybar Electric Co.'s research products department.

Enders Opens Agency

ROBERT J. ENDERS, for four years radio director and account executive of Kal, Ehrlich & Merrick Adv., Washington, has opened his own agency, to be known as Robert J. Enders Advertising, with offices in the Atlantic Building, Washington. He has just been appointed chairman of the Television Conference to be held at the Statler Hotel, Washington, Jan. 29.

He's Growing!

Your Advertising Dollars Are Buying More Everyday over KFAB

The Big Farmer Station has a "growin' complex". Since last October, KFAB has increased its audience by many thousands of listening families. Today...KFAB is the only CBS station exclusively serving Metropolitan Omaha and Council Bluffs. And this is IN ADDITION TO the vast rural area KFAB has served for years.

The Big Farmer Station is growing... and *so* is the value of your advertising dollar. Now, more than ever, you can count on KFAB to give you larger returns for each advertising dollar invested.

50,000 WATTS NOW UNDER CONSTRUCTION

The **ONLY** *Basic* **CBS** *Station in Nebraska*

KFAB

THE BIG FARMER STATION

OMAHA 1110 KC - 10,000 WATTS **LINCOLN**

HARRY BURKE, *General Manager*

Represented by PAUL H. RAYMER CO.

Kroger Campaign Brings Record Sales

'Linda's First Love' Promotion Drive Pays Off For Sponsor, Stations

By ROY W. MADISON
Director of Public Relations
The Ralph H. Jones Co.

KROGER Grocery and Baking Co. cooked up a record-breaking coffee sale with a 27-radio-station percolator last November.

The occasion was Kroger's first peacetime fall sale campaign since 1941. That radio was chosen to spearhead this drive is not surprising because the company is recognized as one of the pioneers in daytime serial sponsorship. Its three shows—*Linda's First Love, Mary Foster, The Editor's Daughter* and *Hearts In Harmony*—are broadcast transcribed, five days a week, over 27 midwestern and southern stations.

When Ralph H. Jones Co., Kroger agency, was called on to set up plans and work out details for the promotion, *Linda's First Love*, oldest and most popular of the programs, was elected to carry the banner and pound out the commercials. This meant *Linda* would have to corral the greatest audience in her nine years on the air. To help whoop up the Hooper on the show, a client-agency huddle decided to: (1) Intensify the dramatic interest in *Linda's* story; (2) conduct a consumer contest attractive to housewives; (3) get the *Linda* stations to ballyhoo the program.

During some 2,200 episodes, "Linda" and her first love "Danny" had been on the church steps some half-dozen times. Thanks to the maliciousness of the author, that's as far as they got. Now the opportune time had come, so the writer was cajoled into letting the kids get married—and that did it. Listener interest perked up and the Kroger fall sale became "Linda's Wedding of Values."

Appliances Offered

In the consumer contest, Kroger became the first sponsor since V-J Day to offer household appliances as lures in a radio contest. For five consecutive weeks, listeners were given the opportunity to win five Westinghouse laundromats, ten Westinghouse vacuum cleaners and one hundred Westinghouse electric irons. The top of a Kroger coffee bag and 25 words completing the sentence, "I like Kroger's Hot Dated Coffee because . . . ." were all an individual needed to become a contestant.

The final step was to get the 27 stations broadcasting the program to beat the drum and ring the bells for *Linda*. This became the agency's chore. First off, C. M. "Chip" Robertson Jr., president of Ralph H. Jones Co., wrote a chummy letter to all station managers, outlined the campaign and explained how they could attract more listeners to their stations by building a greater audience for *Linda*. He invited them to capitalize on the entire Kroger campaign by staging a station and program promotion around the "Linda Wedding" exploitation.

INSIDE STORY of Kroger Grocery and Baking Co.'s "Linda" campaign and how it "cooked up a record-breaking coffee sale with a 27-radio-station percolator" are here told by Roy W. Madison, director of public relations of The Ralph H. Jones Co., Cincinnati, agency for Kroger.

Greatest emphasis was placed on what the stations could get out of the promotion for themselves. Help from Kroger was promised by offering to publicize the station's call letters in all the stores and newspapers in its area. This would include station identification in the company's local advertising, on thousands of contest entry blanks, window displays, posters, and store banners. These promises were guaranteed because all stores are owned and operated by Kroger.

Another inducement was the assurance that stations would not be expected to do a merchandising job on Kroger products. Product identification would be handled in the program's commercials while the merchandising was to be done by Kroger's staff of 30,000 employes in its 2,800 stores.

Promotion Contest

As a final incentive the agency proposed to sponsor a contest offering program promotion plaques and Gruen watches to the three stations and their promotion heads who displayed the most ingenuity and skill in exploiting the show.

With these details established, the agency public relations department was put to work and addressed a hard-selling 28-page brochure to all station managers. This mailing piece, 19" x 25", was spiral bound and printed in four colors. It offered a detailed press book with pages of sample stunts, publicity angles, promotion schemes, sample releases, biographical and background material on the character leads, highlights of the story, courtesy an

(Continued on page 68)

Be Sure to Include . . .

OKLAHOMA NETWORK

7 MAJOR MARKETS IN YOUR 1946 SCHEDULE . . .

AMERICAN BROADCASTING AFFILIATES IN OKLAHOMA

•

KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore

You are not reaching a BIG segment of Oklahoma's buying power unless you use the stations represented in the OKLAHOMA NETWORK. This fact is based on reliable Listening Surveys, which prove these stations have DOMINANCE in their markets—most of them ALL OF THE TIME! Startling also is the fact that you can use all 7 stations for approximately HALF THE COST of any two of Oklahoma's highest-powered stations—and still get the network rate. Just give us the opportunity and we'll prove how you get more audience at a lower cost by using the OKLAHOMA NETWORK!

Penetrate the markets having the best post-war permanent buying incomes! ONE CONTRACT . . . ONE CONTACT . . . ONE STATEMENT.

Affiliated with Taylor-Howe-Snowden Radio Sales

ROBERT D. ENOCH — Managing Director APCO Tower, Oklahoma City 2, Oklahoma

Along the Inland California "Beeline"

. . . Retail Sales are $716 per capita* (compared with national average of $540)

IN THE Beeline Market — California's fertile central valley plus rich Reno and its surrounding area—live 1,551,600 people. Retail sales exceed San Francisco's. Buying income totals over two billion dollars a year.

Five of the seven U. S. counties highest in gross farm income are part of this market.

The Beeline Market is a close-knit geographic and economic unit, almost completely surrounded by mountain ranges 6,000 to 8,000 feet high. So radio stations located *within* the market are needed for effective coverage.

Here the Beeline Stations, individually and as a group, give *deep, local penetration.* Combination rates permit the choice of best availabilities on each station without the cost of lines or clearance problems.
In selling Inland California . . *your best bet's the Beeline!*

*Sales Management's 1945 Copyrighted Survey

McClatchy Broadcasting Company
Sacramento, California
Paul H. Raymer Co., National Representative

Remember these

5 *BEELINE* Stations

. . . each a dominant *home* station, powered for a top-notch selling job in its own market area. *Not* a regional network, Beeline stations blanket California's mountain-ringed central valleys, including Reno and wealthy western Nevada:

KFBK
Sacramento. Established 1922. American Broadcasting Company. Primary area coverage of 15 counties with population of 586,925. 10,000 watts – 1530 kc.

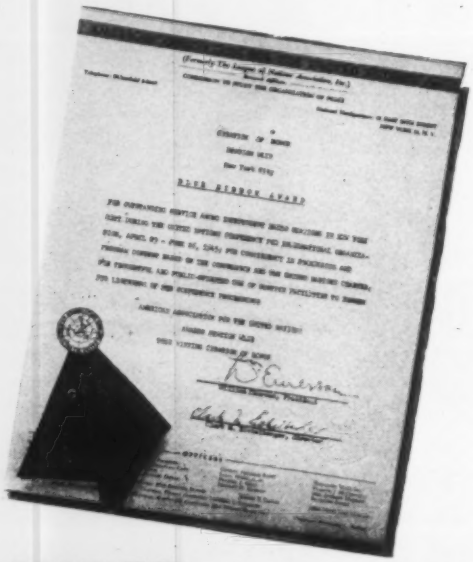
KERN
Bakersfield. (CBS)
Estab. 1932

KMJ
Fresno. (NBC)
Estab. 1922

KWG
Stockton (American)
Estab. 1921

KOH
Reno. (NBC)
Estab. 1928

A CITATION:



WLIB NEW YORK

gratefully acknowledges the citation for

OUTSTANDING SERVICE

among independent stations in New York City by the American Association of the United Nations, for consistency in broadcasts and program content based on the Conference and the United Nations Charter; for thoughtful and public-spirited use of Station facilities to inform its listeners of the Conference proceedings.

WLIB is also grateful to these three members of its staff who worked untiringly to produce the result which earned this Citation.

Miss Estelle Sternberger, WLIB News Analyst

Clifford Evans, WLIB News Editor & Commentator receives the Citation from Miss Pauline Mandigo

Murray Jordan, WLIB Program Director

WLIB

NEW YORK

Monitored

GUESS who called up, all agitated, when WRVA Richmond, Va., omitted the weather report on an early morning newscast? Perturbed person was the local weatherman, who had been waiting for it.

AVCO TAKES PART IN FORMING POLICY

AVIATION Corp., owner of controlling interest in the Crosley Corp., including WLW Cincinnati and a contract to purchase WINS New York, will take an active part in basic questions of broadcasting policy and expansion plans, according to Victor Emanuel, chairman of the board. Mr. Emanuel also disclosed that a special committee of the board of directors will be formed to concern itself with radio problems. Committee chairman is James D. Shouse, vice president in charge of broadcasting and member of the board of directors of Crosley Corp.

Members of the committee include: Mr. Emanuel; Irving Babcock, Avco president and chairman of the board of Avco subsidiaries; Raymond S. Pruitt, vice president, general counsel and secretary; and Benjamin H. Namm, head of the Namm Store in Brooklyn and president of the National Retail Dry Goods Assn.

"The Aviation Corp. realizes the grave obligation to the public in radio broadcasting," said Mr. Emanuel, "and the appointment of this committee confirms our expressed desire to concern ourselves directly with the responsibility of the basic management problems."

Local Outlet Progress Shown in WDLP Report

NEAR-TRIPLING of national advertising time during 1945 was reported by WDLP Panama City, Fla. in yearend summary of operations. In January, 1945, station aired 20 hours of national advertising and in November, 56.

The MBS affiliate also made strides in public service, Manager Byron Hayford reported. In 1945 WDLP contributed 137 hours to Panama City Ministerial Assn., made special arrangements with U. S. Weather Bureau for direct communications during hurricane season and devoted $9,480 in time to war effort support.

Among engineering improvements made in 1945 was installation of Western Electric limiting amplifier which strengthened WDLP's signal.

GROUND-BREAKING ceremonies for Lou Costello Junior Youth Foundation, Los Angeles youth center project of the NBC comedian and co-star of "Abbott & Costello Show", will be held Jan. 26.

Herbert L. Wilson Back As Consulting Engineer

LT. COL. HERBERT L. WILSON, consulting engineer, is on terminal leave after four years in the armed forces. He entered the Army April 1, 1942, as a captain, reporting to the Chief Signal Officer to head the Direction Finder Section. There he took charge of development and manufacture of high-power transmitting equipment.

Col. Wilson

Col. Wilson designed and built the Signal Corps' highest-power transmitting equipment. Before going overseas he was chairman of the Wave Propagation Committee of the Combined Chiefs of Staff and the U. S. Joint Chiefs of Staff. Overseas he was radio theatre signal officer on the staff of Gen. Stilwell in the China-Burma-India Theatre. He returned to this country to report for duty with the U.S. Joint Chiefs of Staff, Joint Communications Board.

He has opened offices in Washington, with laboratories in Rutland, Vt., and field offices in Los Angeles.

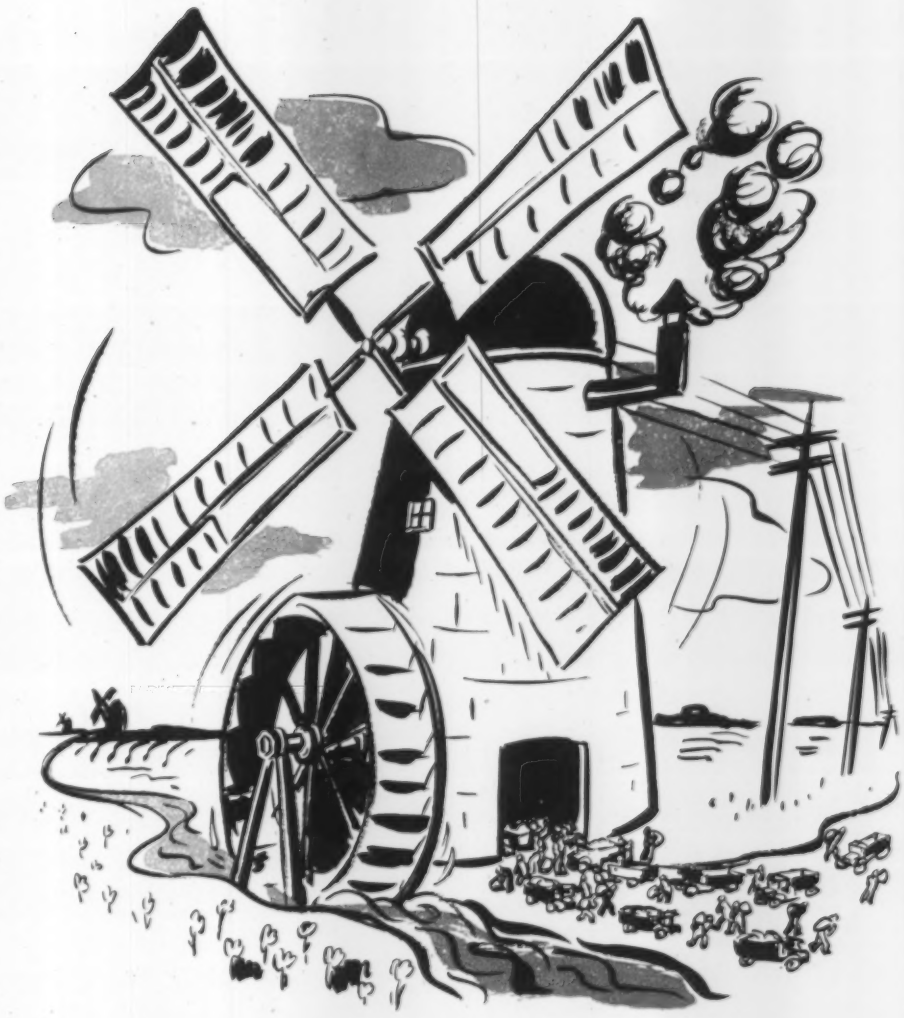
Better Programs Urged By Parent-Teacher Unit

STATIONS and networks are asked by the Los Angeles 10th District, California Congress of Parents & Teachers, to share responsibility for keeping programs "harmful for children" off the air in the late afternoon and early evening. Local stations are urged to devote a half-hour during that period to transcriptions of worthwhile children's programs and live shows. Great need for programs for family listening between 5 and 8 p.m. is seen by the PTA.

Recognizing radio's important national role and its influence over the lives of all, the PTA asks the industry to promote world peace. Criticism is voiced on daytime programs, with comment that large numbers do not listen then because they find "so few worthwhile programs available." More programs such as the NBC *University of the Air* are advocated.

WCFL Defies Fire

A FIRE in the corridors of Chicago's Furniture Mart at 2 a.m., Jan. 6 kept everybody out of the 32-story building except the staff of WCFL, AFL station on the 20th floor. While firemen were pouring water into the seventh floor Maurice Lynch, general manager of WCFL, obtained permission for his staff to enter the building on the basis that the station was a "public necessity." Flames were caused by combustion in debris.



The miller was bound he'd grind his grain

When there was no wind, he hoped there would be water. Whatever the weather, the people would eat their daily bread.. Every Day.

Finally he installed electricity, stopped worrying, and merrily ground away!

A manufacturer.. or his advertising agency.. keeps his product moving off shelves and into consumers' hands when he continually keeps his sales-messages in the public consciousness. Broadcasting is an efficient way to do this.

Westinghouse stations will keep you in touch with most consumers in six very important markets: Boston, Springfield, (Mass.), Philadelphia, Pittsburgh, Fort Wayne, and Portland, (Ore.). Our national representatives will help with details.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • KEX • KYW • KDKA • WBZ • WBZA

Represented Nationally by NBC Spot Sales—Except KEX • KEX by Paul H. Raymer Co.

MORE POWER GIVEN CANADIAN STATIONS

A NUMBER of Canadian stations have been authorized to increase power from 100 w and 250 w to 1,000 w. The various increases are scheduled to occur during the first half of 1946. A majority of the stations are buying new equipment with a small number purchasing transmitters from other stations.

Stations increasing power to 1 kw include: CHGB Ste. Anne de la Pocatiere, Que. (1230 kc); CHLN Three Rivers, Que. (shifting from 1450 kc to 550 kc); CHLT Sherbrooke, Que. (from 1240 kc to 900 kc); CHLP Montreal (from 1490 kc to 1150 kc); CFCO Chatham, Ont. (630 kc); CKPC Brantford, Ont. (1380 kc); CFOS Owen Sound, Ont. (from 1400 kc to 1470 kc); CFCH North Bay, Ont. (600 kc); CKMO Vancouver, B. C. (1410 kc).

A new 1,000 w outlet on 990 kc has been licensed at Verdun, Que.

Hold That Line!

MAGIC WORD for getting a long distance call through the strike-bound telephone lines is "Weaver." WWDC Washington found this out when the station wanted to put the president of Western Electric Assn. of Communications Equipment Workers, Ernest Weaver, on the air Jan. 12. It was an exclusive, and in order to make arrangements for Associated network outlets to carry the talk, WWDC had to call net headquarters in Grand Rapids. They called emergency long distance, explained who was making the broadcast. Total time to reach Grand Rapids: 10 minutes.

European Sets Active In Argentine Markets

RADIO tubes that U. S. producers would consider obsolete are being produced in at least one South American plant, according to John W. DeLind Jr., Crosley Corp. director of exports just back from a three-month tour. While in South America he made tentative plans for manufacture and assembly of Crosley products and made a survey of the market for radio and other appliances.

Semi-manufacture and assembly of radio sets probably will be continued as well as tube manufacture, he said in referring to the situation on the continent to the south. He observed that British and Dutch firms have modern plants in Buenos Aires. Potential market in Argentina for next few years will be 100,000 home receivers a year, he predicted.

MID CONTINENT 3000TH
WHO Entertains at Dinner For Newscast Sponsor

R. W. McDowell, sponsor v-p and general sales manager, and Hale Bondurant, WHO sales manager.

CELEBRATION of 3,000th consecutive DX news under Mid Continent Petroleum Corp. sponsorship on WHO Des Moines brought agency and advertiser officials to Des Moines for dinner, with WHO as host at the Des Moines Club.

Officials Present

From Tulsa and other points came 22 Mid Continent officials, including R. W. McDowell, vice president and general manager; D. C. Wixson, manager of station operations, and W. J. Wixson, manager of specialty sales. Among agency representatives was J. B. Woodbury, vice president and account executive of Potts-Calkins & Holden.

After the 3,000th newscast, a dramatic cavalcade of news highlights since 1937 was presented. Among WHO news and program officials taking part in the evening's events besides Hale Bondurant, sales manager, were Harold Fair, Harold Fulton, Mel Nelsen, Woody Woods, Jack Kerrigan, Herb Plambeck and Jack Shelley.

Nippon Radio To Get House-Cleaning by Allies

HOUSE-CLEANING is in store for Japanese radio. Reports last week said Gen. MacArthur's ordered clean-up of Japanese government and politics would be extended to broadcasting and also to publishing and other fields related to public opinion.

Leaders in whipping up the Nipponese war spirit and inflaming minds against the Allies will be purged and barred from future employment in jobs where they might influence the public, the reports asserted. Action also is expected to be directed against some former Jap newspapermen who broadcast inflammatory material over Radio Tokyo during the war.

Aid Boy Scout Fund

ROBERT D. SWEZEY, Mutual vice president and general manager, is serving as chairman of radio committee for 1946 New York drive for funds for Boy Scouts of America. City goal is $800,000. Working as co-chairmen with Mr. Swezey are David B. Van Houten, ABC; J. Stanley McAllister, CBS; Ernest de La Ossa, NBC; Leon Goldstein, WMCA, representing non-network stations; Frank Headley, Headley-Reed Co.; Merritt Tompkins, BMI.

A World of CELLOPHANE is Produced in NASHVILLE

DuPont's big Nashville plant turns out millions of pounds of Cellophane annually . . . Nashville is outstanding, too, as a manufacturing center for Shoes, Furniture, Bedding, Work Clothes, Barges and many other items on the postwar shopping list. Cheap power supplied by the Tennessee Valley Authority, as well as other natural resources, are making many industries turn their eyes to the rich Nashville area, already a banner market. . . . Let WSIX help you make the most of it.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

AMERICAN • MUTUAL
5,000 Watts—980 K. C.

Represented Nationally By
THE KATZ AGENCY, INC.

A radio station is known by the *Companies* it keeps

"...In the Public Interest..."

OPA FORUM

a public service feature

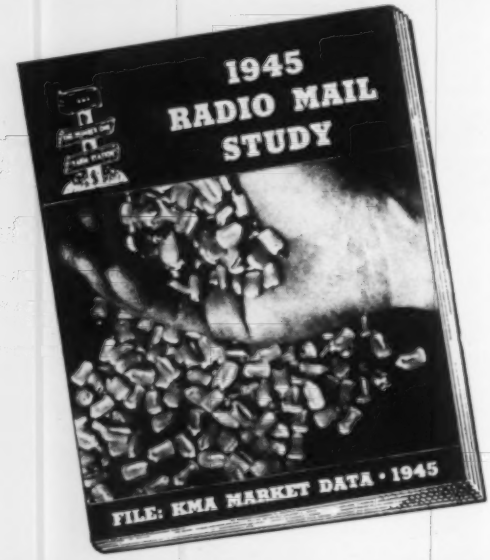
on the New

WJJD

The people of our town, even as the people of yours, have been up to their raised eyebrows in wonderment about many of the matters that fall within the province of the OPA—price control, rent control, and (may it rest in peace) rationing. But unlike many towns, the people who live in Chicago have been able to get the answers they need. Complete, authoritative answers, right from headquarters. For 89 consecutive Thursdays, since May 3, 1944, the top OPA official in this area has scheduled himself for a weekly inquisition at the microphones of the *New* WJJD. Questions fly fast and furiously . . . and the answers come directly to the point. No room for stuffiness here! It's a quiz session that affects the pocketbook and well being of every one of our listeners. No wonder it's one of the most popular of the long string of public service shows to which we gladly devote over 16% of all our operating time!

20,000 WATTS OF *Selling* POWER

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.



WHAT'S YOUR SCORE?

- How many people write once, or more than once, within a three-month period?
- Even though your product appeals primarily to men, should you inject a feminine angle in your radio mail offer to increase response?
- Do people on farms write more than people in cities?
- Who writes most to radio stations—men or women?
- Do people who write to a radio station also listen regularly to it?

NO matter how long you've been in advertising, your answer to these important radio questions will be inadequate until you read your copy of the 1945 Radio Mail Study—which is yours *free* for the asking.

The questions answered in this important book were all submitted by advertising men themselves. To get the straight answers, a firm of certified public accountants analyzed the complete commercial mail response received by KMA in 1944. In short, 448,434 pieces of mail were analyzed especially for you.

To get your copy, merely drop a card to Research Director, Station KMA, Shenandoah, Iowa. Why wait until tomorrow when you *need* your copy today? You can still get one—if you write—right now!

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

Owen Saddler, Station Manager • H. O. Peterson, Sales Manager

155 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Murphy Is New CBS Vice President

Move Comes as Part of Net Top Level Realignment

ELECTION of Adrian Murphy, just released from Army service as a lieutenant colonel, as a CBS vice president and general executive was announced last week as part of the new top level realignment of the network. Mr. Murphy will not be specifically charged with any department but, as a member of the network's top management, will devote his principal energies in the direction of television development.

In the video field, Mr. Murphy will fill in for Paul W. Kesten, recently elevated to the vice chairmanship of the network, who left last week for an extended vacation in Arizona.

Former TV Director

Before his Army service, which began in May 1942 as a lieutenant, Mr. Murphy was executive director for television of the network. Under the top level realignment [BROADCASTING, Jan. 14], President William S. Paley moved to the board chairmanship with Mr. Kesten as second in command as vice chairman and with Frank Stanton, vice president and general manager, moving into the presidency.

In latter 1942, Mr. Murphy was appointed executive officer in charge of planning for the Signal Corps in Washington. In November 1943 he went overseas as a major assigned to the Signal Division of SHAEF. Last June he was assigned to what subsequently became the Information Control Division of the U. S. Forces in the European Theatre, acting as assistant chief of ICD for operations under Brig. Gen. Robert A. McClure. He succeeded Mr. Paley, then a colonel, in that capacity.

A graduate of Princeton, Mr. Murphy joined CBS in 1936 as assistant to Mr. Kesten, then vice president. In 1939 he was appointed head of the network's television activities.

Mr. Murphy

W. H. Cowles, Northwest Newspaper Owner, Dies

W. H. COWLES, 79, pioneer Northwest publisher, long identified with the *Spokane Chronicle* and *Spokesman-Review*, died Jan. 15 of a heart attack after nine months of ill health. Spokane Chronicle Co., which publishes the papers, has purchased KHQ Spokane from Louis Wasmer for $1,295,000, subject to FCC approval [BROADCASTING, Oct. 22]. The application for transfer of control is now pending before FCC.

Mr. Cowles, second vice president of the Associated Press in 1937 and first vice president the next year, retired from the AP board of directors last April after 33 years of service. He owned interests in several daily and weekly newspapers and farm journals. For the last 10 years active direction of the Spokane papers has been handled by his son, W. H. Cowles Jr., as general manager. Other survivors include a daughter, Harriet, and another son, Cheney.

Medal of Merit Award Goes to Byron Price

MEDAL of Merit was awarded last Wednesday to Byron Price, wartime Director of Censorship and now vice president of Motion Picture Producers & Distributors of America. Mr. Price recently completed a mission to Germany for the President.

At the White House ceremony the President praised Mr. Price for his faith in the integrity of American news organizations during the war. The President said: "Mr. Price has demonstrated the strength of this country in its unity in time of stress and has contributed vitally to our hold upon one of the freedoms for which we were fighting and essential to our democratic way of life—freedom of the press."

Gerl Talks on Video

IT WILL be a year to 15 months before television transmitters are ready for operation in many larger cities, Joseph Gerl, president of Sonora Radio & Television Corp., Chicago, and a director of Radio Manufacturers Assn. told the Kansas City Advertising and Sales Executive Club meeting Jan. 7. He said that programs would probably be local for some months. The nine video stations now operating were built before the war, he stated, and added they have an effective radius of only 60 miles. It will require a series of relay stations for greater distance transmission, according to Mr. Gerl.

Benny Named Mayor

JACK BENNY's plugging of Anaheim, Azusa and Cucamonga, Cal., on broadcasts over the years has brought its reward. Chamber of Commerces in those three towns have named him honorary mayor, alleging he put communities on the map via the airers.

MISS "Kay" KGW

timebuyers' sweetheart

THINGS ARE JUMPING IN OREGON THESE DAYS, —F'RINSTANCE, THE REOPENING OF TIMBERLINE LODGE, NATIONALLY FAMED SKIING RESORT, MARKS THE OPENING OF A CAMPAIGN TO BRING $100 MILLION IN TOURIST INCOME ANNUALLY TO THE STATE.

CONGRATULATIONS!
WE WORKED HARD ALL DURING THE WAR ON PATRIOTIC PUBLIC SERVICE PROJECTS. ACCORDING TO HOOPER SURVEYS, KGW IS PORTLAND'S NO.1 RADIO STATION.

MONEY IS PILED HIGH IN OUR BANKS — PURCHASING POWER READY TO RESPOND TO YOUR ADVERTISING MESSAGE. SINCE JUNE 30TH PORTLAND BANK DEPOSITS HAVE JUMPED $236 MILLION TO MORE THAN $1½ BILLION.
WHAT! MORE MONEY?

To All Radio Advertisers:

Figures show that the KGW Market has emerged from the war period with purchasing power undiminished. Retail sales for December '45 were up nearly 10% above '44.

New workers, attracted by shipbuilding and war industries, have found well-paying jobs in Oregon's basic industries, such as lumbering, fishing and agriculture.

During 1946 the Oregon Market will pay rich returns to the Radio Advertiser.

P.S. BE SURE to use KGW, the Oregon Market's No. 1 radio medium!

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

WELCOME was extended to Secretary of Commerce Henry A. Wallace at Regional Triple-A meeting in St. Paul by Larry Haeg (right), farm director of WCCO Minneapolis and chairman of NAB Agricultural Committee. Both spoke at meeting, Mr. Haig explaining "What Farm Radio Can Do for the Triple-A in 1946."

Small Station Protests Auction Plan

KLUF Galveston Objects To 'Open-Bidding' Rule

ONE of the nation's small stations spoke up last week in behalf of all small stations in protest against the "auction" plan of station transfers which the FCC outlined in its decision on one of the largest transfers, the Crosley-Avco case.

KLUF Broadcasting Co. Inc., licensee of KLUF Galveston, filed through James H. Phipps, Galveston attorney, its objection to adoption of the proposed open-bidding rule [BROADCASTING, Dec. 24], on grounds that:

1. It would "constitute an unfair infringement upon the right of corporate licensees to transact business as pertains to its capital assets without interference from other non-interested parties and bureaus;

2. It is "not necessary in the public interests, convenience or necessity."

Requires Public Ads

The proposed rule would require transfers and assignments to be publicly advertised and kept open for 60 days for bids from outsiders on the same terms provided in the transaction up for FCC approval. Feb. 15 is deadline for filing briefs opposing adoption of the rule. Hearing date has not been set.

"Nowhere else in our national legal structure do we find a counterpart of such proposed regulations," declares the brief, pointing out that although banks and airlines operate under government regulations there is no government attempt to regulate or control the sale of stock in them.

"If adopted," the KLUF brief asserted, the effect of these regulations can be only to place every sale of capital stock of a corporate licensee on the auction block. Virtually, this is placing the holder of the capital stock . . . in the shoes of a judgment debtor whose property is being placed upon forced sale under writ of execution without regard as to whether or not the public interests will be served thereby. In this manner, individual owners are to be deprived of their inherent right to contract."

President of the KLUF licensee corporation is George Roy Clough, who first opened broadcasting facilities in Galveston in 1925 and three years later started commercial operations with the call letters KFLX, which were changed to KLUF in 1933. He and his wife, Helen D. Clough, and son, Leroy Dean Clough, general manager of KLUF, own all the capital stock in the corporation.

The proposed transfer rule, the brief points out, would prevent Mr. Clough's retiring and transferring his holdings to his son "without placing his son in the open competitive market contesting the offers of other bidders."

"Thus," the brief maintains, "the property which represents his lifetime effort is really no longer his to do with as he sees fit."

Doesn't Stop There

Nor, contends KLUF, does the regulation stop there. It "projects itself beyond the grave." Applying the regulation to Mr. Clough's holdings, the brief asserts, "we find that although upon his death he leaves a will which by its terms transfers the capital stock . . . to those who are near and dear to him . . . such provisions are of no meaning and effect. . ." Thus "these persons to whom under the common law as well as the natural law this capital stock should pass, find themselves again in the competitive open market, bidding against outsiders for the holdings of their deceased ancestor," it is pointed out.

"It is hard to believe that this is the American way in which business shall be transacted," the objection declares.

"It is equally hard to believe that regulations of this character will encourage the investment of private capital or the effort of individuals in the development of the broadcasting industry," the brief continues. It maintains that, if Mr. Clough wishes to sell to local interests, the auction plan would invite bidders from other cities to compete with local bidders who wanted to operate the station for

(*Continued on page 67*)

There's a *nine hundred million dollar market* here in Greater Kansas City. A market that is made up of metropolitan listeners—people who are in-the-money and *eager* to buy. YOU reach this rich, fertile market through KCKN because Kansas Citians look to KCKN for the kind of programs they enjoy. KCKN, and *only* KCKN, programs specifically and exclusively for city listener tastes. And so, *without* the rate penalty of out-state coverage, *your* sales messages are driven home to the market that pays off—Greater Kansas City.

WIRE OR PHONE YOUR NEAREST CAPPER OFFICE FOR AVAILABILITIES

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

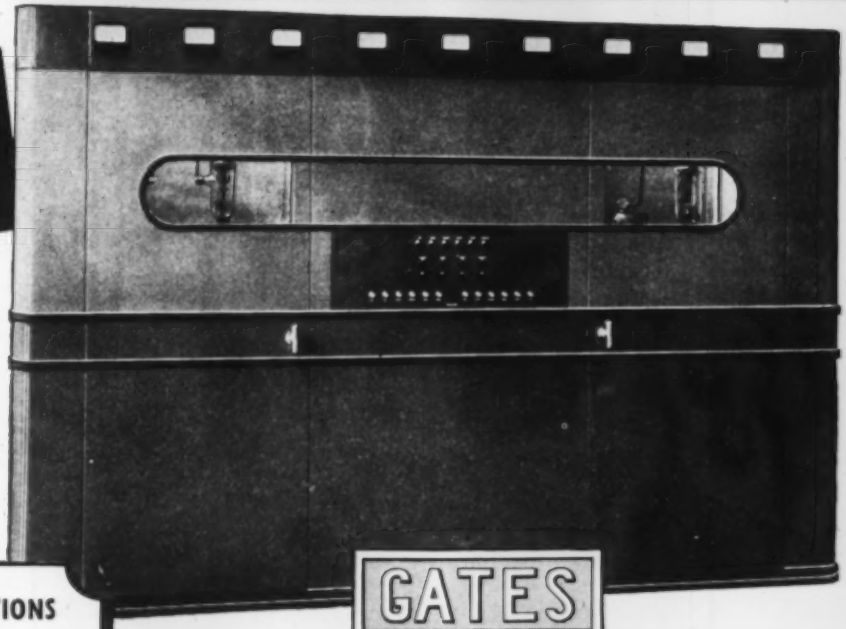
NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHICAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

GOOD NEWS!

for RADIO STATION ENGINEERS...MANAGERS

...and for those who plan a "Dream Station"

SOON AVAILABLE



NOTE THESE SPECIFICATIONS

Carrier Frequency Stability	Plus or minus 10 cycles maximum.
Audio Distortion	Less than 3%, 95% modulation, 50 to 7500 cycles.
Audio Frequency Response	Plus or minus 1½ Db., 30 to 10,000 cycles.
Carrier and Hum Level	Better than 60 Db. below 100% modulation, unweighted.
Power Supply	230 volts, 3 phase, 60 cycles.

5 AND 10 KILOWATT TRANSMITTERS

They're modern—with built-in technical features that fulfill every demand for versatile 5 and 10 Kilowatt Transmitters—and they'll soon be available, both for stations now operating or for that "dream station" you may be planning.

Engineered by skilled GATES men with 24 years of "know-how" back of them, these new models (BC-5, BC-10) afford not only a perfected broadcasting technique, dependability, and efficiency but a prideful investment in engineering distinction and prestige.

Install them for Engineering Perfection . . . Dependability . . . Efficiency . . . Versatility!

WRITE FOR COMPLETE DETAILS

. . . Everything for Radio Broadcasting from the Plans to the Completed Station . . .

NEW YORK OFFICE
9th Floor, 40 Exchange Place

GATES RADIO CO.

QUINCY, ILLINOIS

SOLD IN CANADA BY
Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

In the UTAH MARKET

During the last season before gasoline rationing more than 113,000 winter sports enthusiasts visited the Alta and Brighton ski areas, 45 minutes from the heart of Salt Lake City. These and other nearby areas, where skiing is enjoyed from November to June, are now being developed further to accommodate the growing number of persons who want fine skiing close to a metropolitan city. The money they spend means good business for Utah merchants and service concerns—good business for everyone who sells in the Utah market.

Local Advertisers Know KDYL Brings Results

Utah's diversified resources assure substantial buying power. Local and national advertisers have found by experience that they get results when they use KDYL, the station most Utahns listen to most.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

NBC Sees 1946 as Year of Big, Challenging Peacetime Issues

IN A YEAREND report issued last week NBC looked back upon 1945 as a year of great headlines and dizzying events which kept U. S. radio operators hopping, looked forward to 1946 as a year of peacetime problems "which will call forth the best that there is in man for their solution."

The events of 1945—war's end, the death of a President, the discovery of atomic fission—were individually great moments in history, said NBC. But their cumulative contribution to 1946, and perhaps to all time, is a burden of responsibility which weighs upon all mankind and upon radio, which is part of mankind's articulation.

In the midst of 1945, NBC created a planning and development department "to meet the changing conditions in the art of radio broadcasting and the introduction of new services made possible by technological developments in the science of radio."

Prime role of NBC's newest department . . . to guide to maturity FM and television services. But while nursing the two big infants, NBC planners will keep a paternal eye on the adult service—AM—to see that it stays healthy. AM radio must provide the economics to support FM and television in their growing years, said NBC.

In 1945, AM was financially a strongman, Roy C. Witmer, NBC vice president in charge of sales, reported. The year will show a gain in net sales revenue for NBC of approximately 6% over 1944, at least a minor sales triumph in view of the scarcity of available time, he said.

A total of 115 advertisers extended their facilities to full network in 1945, as compared with 111 in 1944. Average number of stations used by evening advertisers on NBC was 124, as compared with 112 for 1944. Daytime average in 1945 was 90 stations, the same as in 1944.

In spot sales an overall increase in volume on all stations over the previous year of 11% was charted. "More significant, however, than the increase in dollar volume (of spot sales)," said the report, "is the continuing trend on the part of advertisers to purchase program periods, a firm indication of spot radio's ever growing importance as an advertising medium and its recognition as a major factor in marketing and selling."

NBC's spot sales department "materially expanded" in sales activities during 1945, the report stated, in order to jockey itself into position to share in the "increasing competition for every advertising dollar in 1946."

"Reconversion" of NBC's station relations department to peacetime operation was "marked particularly by heightened interest of our affiliates in expansion of present AM facilities, in FM and television development in the final quarter year," the report said.

The department noted a net increase of six stations in the network in 1945. A gross of eight stations was added, but two affiliates were deleted from the roster. Total NBC affiliates is now 155.

WHERE FUEHRER FAILED

Vet Wonders Why Petrillo Can Out-Hitler Hitler

LETTER of a "Disgusted Vet" to the "Public Pulse" of the *Omaha World Herald*, and read on WJAG Norfolk, Neb.:

"I am one of the millions of soldiers who were sent to Europe to halt the reign of a crackpot paperhanger named Adolf Hitler. One of the things Hitler could do with his power as a dictator was to tell the people what they could listen to on their radios.

"I am now back in the United States, where we have democracy and not dictatorship. Now I read in the paper where some yokel by the name of Petrillo has decided that he is the kingpin of music, and he is telling the people of the United States what they can listen to on their own radios.

"How come Hitler couldn't get away with this and Petrillo can?"

RADIO OWNERSHIP IS STUDIED BY BMB

PROCEDURES for computing 1946 radio ownership in the U. S. were discussed last week by the technical subcommittee on statistical bases of Broadcast Measurement Bureau in New York.

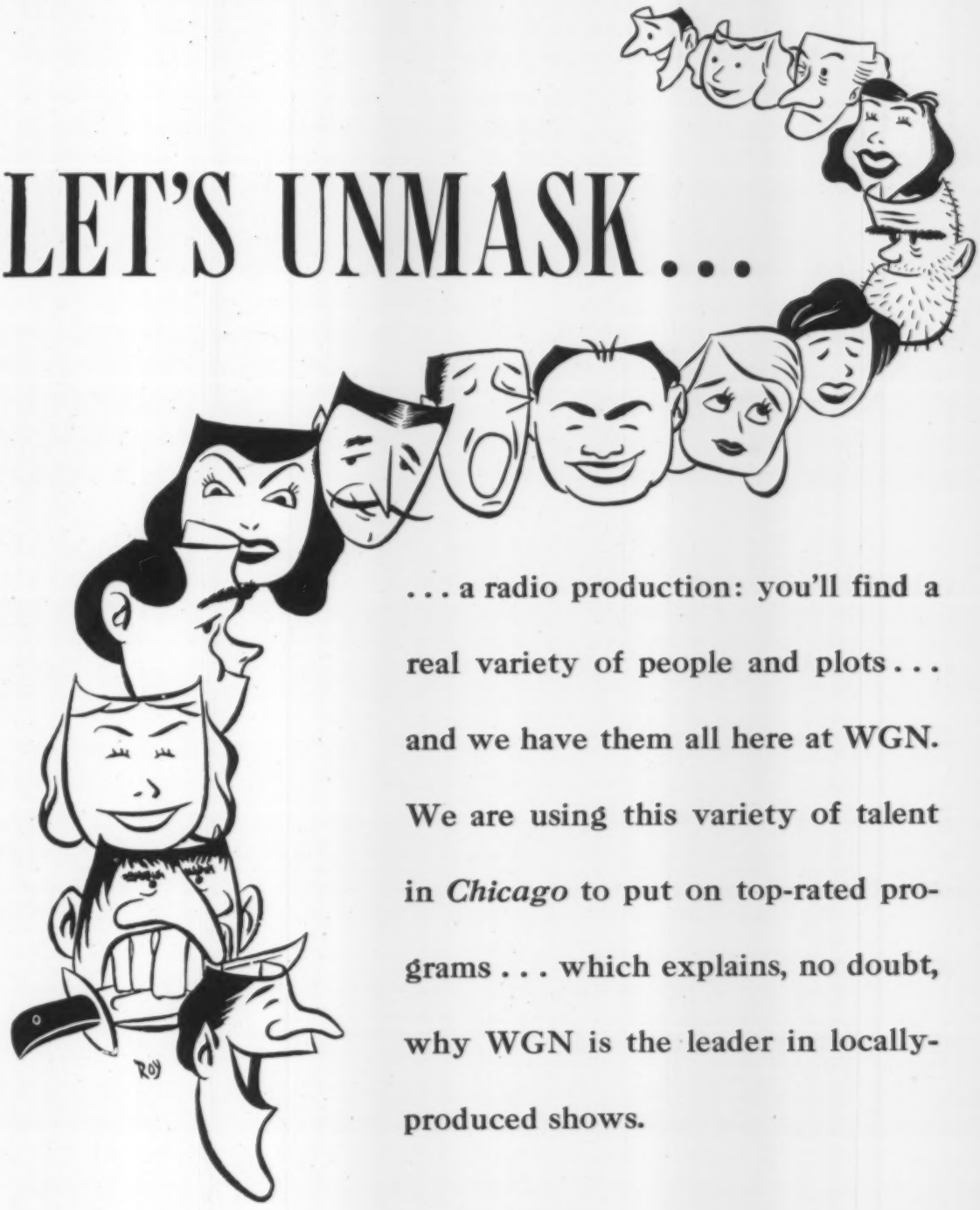
John K. Churchill, BMB research director, presided at the meeting which was attended by Kenneth Greene, assistant manager, NBC Research Dept.; Edward Reeve, CBS chief statistician; Henry R. Poster, associate research director, ABC; Frederick B. Manchee, vice president in charge of research and marketing, BBDO; Frank Kemp, media supervisor, Compton Adv. Inc.; Richard Wyckoff, BMB statistician, and Philip Frank, of BMB.

Radio ownership figures will be broken down by state, county and city, the subcommittee reported, so that a station's audience may be expressed as a percentage of all radio families in an area.

KFLW To ABC

KFLW Klamath Falls, Ore., 250 w on 1450 kc, on March 1 joins ABC as Pacific Coast supplementary station. KFLW is owned by Herald Publishing Co., Klamath Falls.

LET'S UNMASK...

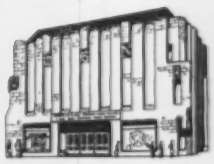


... a radio production: you'll find a real variety of people and plots... and we have them all here at WGN. We are using this variety of talent in *Chicago* to put on top-rated programs... which explains, no doubt, why WGN is the leader in locally-produced shows.

A Clear Channel Station .....
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

Coontz Opens Consulting Oklahoma City Agency

EDDIE COONTZ, Marine Corps lieutenant, who formerly was m.c. of several programs in Tulsa, is starting his own radio consulting agency in Oklahoma City. From offices in the Colcord Building he will produce package shows for individual sponsors throughout Oklahoma and the Southwest. He will also transcribe spot announcements.

Mr. Coontz

His first program, *Eddie's Corner Store*, a one-hour participating transcribed recording strip, went on KOMA Jan. 7. It is being heard Monday-Friday, 2-3 p.m. (CST).

Improved Handling of Local Newscasts Urged at Meeting of Florida Stations

PROFESSIONAL handling of local news, based on personal contact and old-fashioned reporting, will give stations greater importance in their communities, it was agreed at the news clinic held Jan. 12 by the Florida Assn. of Broadcasters under NAB auspices. The meeting took place at the Sheraton Plaza Hotel, Daytona Beach.

With James M. LeGate, association president, in charge, the discussion was led by E. R. Vadeboncoeur, vice president of WSYR Syracuse, chairman of the NAB Radio News Committee, and Arthur C. Stringer, secretary. Hosts at a reception were Comdr. and Mrs. W. Wright Esch, WMFJ Daytona Beach. It was third in the series of NAB news clinics.

Mr. LeGate told of WIOD's operation of its news facilities entirely separate from the affiliated *Miami Evening News*. He showed how local news programs increase the audience for news broadcasts as well as other programs.

Mrs. Frankie Walker, assistant manager and news director of WFOY St. Augustine, was praised for her success in building local news shows, with three quarter-hour and one 10-minute local newscasts sponsored six days a week.

The clinic agreed on importance of giving local news and making it crystal clear; need of professional skill in compiling and presenting local news; station must have an experienced news director with no other duties; training more radio newsmen; benefits of statewide cooperation in dealing with news problems. It was felt Florida stations are not getting proper service from news associations.

First result of the clinic was announcement Wednesday by Frank King, president of WMBR Jacksonville, that his station would start extensive broadcasting of local news.

Attending the clinic were: Comdr. and Mrs. Esch; W. R. Wills, WGBS Miami; Fred Clampitt, Tom Q. Smith and Mr. LeGate, WIOD; Fred Mizer, WQAM Miami; Tom Gilchrest, WTMC Ocala; Carter Scofield, WDBO Orlando; Victor Buisset, WLOF Orlando; John Cummins, Lewis Doolittle, Paul Harrison, Celeste Poli, Mrs. Bernice Carter, Mrs. Walker, WFOY; Eric A. Provost, WSPB Sarasota; Tom M. Matthews, WFLA Tampa; Messrs. Stringer and Vadeboncoeur; Frank Hubbs, WMAZ Macon, Ga., guest.

Birdie

EVERY year there comes up from Mexico or South America a famous musician who gives free concerts in open disregard of all union rules, according to a letter written to the Open Forum of the Des Moines *Sunday Register* by A. L. Gillis, Wapello, Ia. Nonholders of cards are Mr. Cock Robin, Mr. Sparrow, Mr. Starling and Mr. Crow. Petrillo is reminded that these scabs will be appearing as soon as travel conditions are more favorable.

LEHMAN CRITICIZES MEDIA COMPARISON

DECLARATION that accurate comparison of advertising effectiveness between media is statistically impossible was made by A. W. Lehman, managing director, Advertising Research Foundation, Jan. 11 at a luncheon meeting of the New York Chapter of the American Assn. of Newspaper Representatives.

"Measurements of newspapers and radios are two entirely different things," said Mr. Lehman. Differences between the two media which pose statistical difficulties for comparison purposes were listed by Mr. Lehman as: interviewing methods, size and composition of sample, size of interview areas, time of interviewing, in addition to the fundamental differences between the two.

Radio and newspaper executives might better spend their time improving their own media rather than "selling against other media," he said.

"Through research, make your own medium so strong and effective that it will sell itself," he said.

Management Version

MANAGEMENT'S side of Western Union Co. labor dispute in New York, where a strike of members of American Communications Assn. (CIO) has seriously impaired telegraph service, was discussed by T. B. Gittings, company vice president, last Monday over WLIB New York.

MASTER KEY TO THE NORTHWEST
KFYR
KFYR
Celebrates
20th
Anniversary
It has been a pleasure to be able to consistently serve our Northwest audience over this twenty-year period.
It is our aim to continue giving the same high-quality programming that has made KFYR the "most-listened-to" station in the Northwest.
Our birthday cake ingredients include . . .
LISTENER CONFIDENCE
TAILORED PROGRAMMING
ASSURED SALES ABILITY and
RESULTS
CUT YOURSELF A SLICE!
Write Direct or Ask Any John Blair Man
KFYR
BISMARCK N.D.
5000 WATTS
550 KILOCYCLES
NBC

Look for it in THE SATURDAY EVENING POST JANUARY 16, 1939 *the first ad of a new campaign to build a bigger audience for ABC*

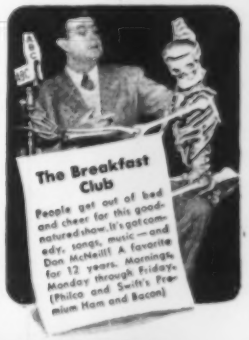
If it's laughter you're after...

Listen to ABC

AMERICAN BROADCASTING COMPANY

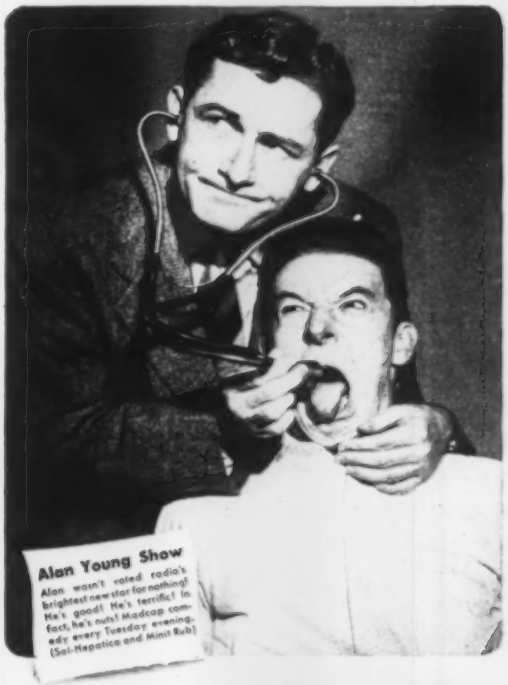
Breakfast in Hollywood

The best-liked program in the morning on any network — Monday through Friday. Tom Breneman, Hollywood's genial M.C., gives orchids to lovely old ladies during a merry half-hour. (Ivory Flakes and Pep)



The Breakfast Club

People get out of bed and cheer for this good-natured show. It's got comedy, songs, music — and Don McNeill! A favorite for 12 years. Mornings, Monday through Friday. (Philco and Swift's Premium Ham and Bacon)

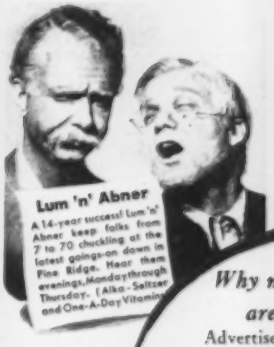


Alan Young Show

Alan wasn't rated radio's brightest new star for nothing! He's good! He's terrific! In fact, he's nuts! Madcap comedy every Tuesday evening. (Sal-Hepatica and Minit Rub)

Detect and Collect

Radio's newest, funniest quiz show tickles your ear drums, keeps you guessing. Fred Uttal is M. C. Tune in for laughs and surprises this Thursday evening. (B.F.Goodrich)



Lum 'n' Abner

A 14-year success! Lum 'n' Abner keep folks from 7 to 70 chuckling at the latest goings-on down in Pine Ridge. Hear them evenings, Monday through Thursday. (Alka-Seltzer and One-A-Day Vitamins)

Glamour Manor

Hilarious fun with Cliff [illegible] Night-time comedy plus oldies [illegible] gals twice [illegible]

No matter how you like your humor—subtle, slapstick or sophisticated—there's fun on the air for you when you listen to your ABC station.

And more than fun, too! You'll find top entertainment of *every* kind—*Guy Lombardo; Sunday Evening Hour; The Theatre Guild on the Air; Walter Winchell; The Boston Symphony; Ladies, Be Seated; The Metropolitan Opera*—a long, long list of worth-hearing shows for every member of the family, young or old.

That's why so many millions can lies from coast to coast are set ions dials to American Broadcasting ami- stations today. And more and m hat lies everywhere are learning tha at way to enjoy radio at its best i listening to ABC day and night.

American Broad[illegible]ny

A NETWORK OF 19[illegible] RADIO STATIONS SERVING AMER[illegible]

Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience *during good time periods at low cost* are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC, another costs 28.7% more. Yet ABC's 195 stations reach 22 million families who have 92% of the nation's spendable income. If you are an advertiser, remember that a good ABC time period bought today can mean a valuable franchise for years to come.

A hot tip to time buyers

KANSAS CITY
IS A
K O Z Y
MARKET
•
PORTER BLDG., KANSAS CITY, MO.
EVERETT L. DILLARD, *General Manager*
ELIZABETH WHITEHEAD, *Station Director*
Pioneer FM Station in the Kansas City Area
Ask for Rate Card

NAB District Meetings

10th District (Iowa, Neb., Mo.), Fontenelle Hotel, Omaha, Jan. 25-26.
14th District (Mont., Col., Wyo., Idaho, Utah), Brown Palace Hotel, Denver, Jan. 28-29.
13th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.
12th District (Okla., Kan.), Tulsa Hotel, Tulsa, Feb. 4-5.
6th District (Ark., La., Miss., Tenn.), Peabody Hotel, Memphis, Feb. 7-8.

Tentatively Scheduled

11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Radisson, Minneapolis, March 18-19.
8th District (Mich. exc. 2 cos., Ind.), Pantlind Hotel, Grand Rapids, March 21-22.
9th District (Ill., Wis. in part), March 25-26 (no site selected).
7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.
4th District (D. C., Va., W. Va., N. C., S. C.), Cavalier Hotel, Virginia Beach, Va., April 11-12.
Others to be held in April.

James W. Young Chosen For Advertising Award

REVIVED after a three-year lapse during the war, the award of advertising's "man-of-the-year," will be presented Feb. 7 to James W. Young, chairman of The Advertising Council Inc., at ceremonies in the Waldorf-Astoria, New York.

Mr. Young

Mr. Young was cited by the Annual Advertising Awards jury for "outstanding achievements of a lifetime and most particularly for his notable contributions during the war." Award is being made under sponsorship of *Advertising & Selling*.

Mr. Young, a veteran of 40 years in advertising, was a founder of the War Advertising Council Inc., which recently dropped the first word of its name. Most of Mr. Young's long experience was with J. Walter Thompson Co. for which agency he opened offices before the war in Europe, India and Australia.

He was associated with Nelson Rockefeller in the formation of the Office of Inter-American Affairs and served as director of the Bureau of Foreign & Domestic Commerce of the Dept. of Commerce. For a time he was professor of business history and advertising at the U. of Chicago.

Safety Award

DISTINGUISHED service to safety award has been presented to J. Edward Trainer, vice president of Firestone Tire & Rubber Co., Akron, by Ned H. Dearborn, president of the National Safety Council. Award was made to Firestone on NBC "Voice of Firestone" program Jan. 14, for company's outstanding record in industrial safety prevailing in all Firestone plants. Agency is Sweeney & James Co., Cleveland.

Hollywood Trip

NEWEST prize offered on ABC audience-participation show "Ladies Be Seated" (Monday through Friday 3:30-4 p.m.) is a free trip to Hollywood for winner of show's singing housewife contest. Winner also will be given special wardrobe for eight-day, expense-free Hollywood vacation. Contest closes Feb. 15.

GAHAGAN, TURNBULL FORM NEW AGENCY

Henry R. Turnbull (l) and Andrew J. Gahagan.

FORMATION of a new advertising agency to be known as Gahagan, Turnbull & Co., was announced last week in New York by its principals, Andrew J. Gahagan, former president of the Beryllium Corp., and Henry R. Turnbull, former chairman of the plan board of Duane Jones Co., New York.

With offices at 247 Park Ave. (EL 5-6783), the new agency contemplates considerable use of radio, particularly on behalf of packaged goods. The development of FM and television will introduce new accounts which have not been able to use AM to advantage, the firm predicted.

"We expect to lay a yardstick on radio as we do on all other media," the new partners said, "and the profit for our clients will be the only result for which we will settle."

Accounts already placed with the agency include American Soil Products Co., New York; Dugan Manufacturing Co., Quincy, Mass., and James Talcott Inc., New York.

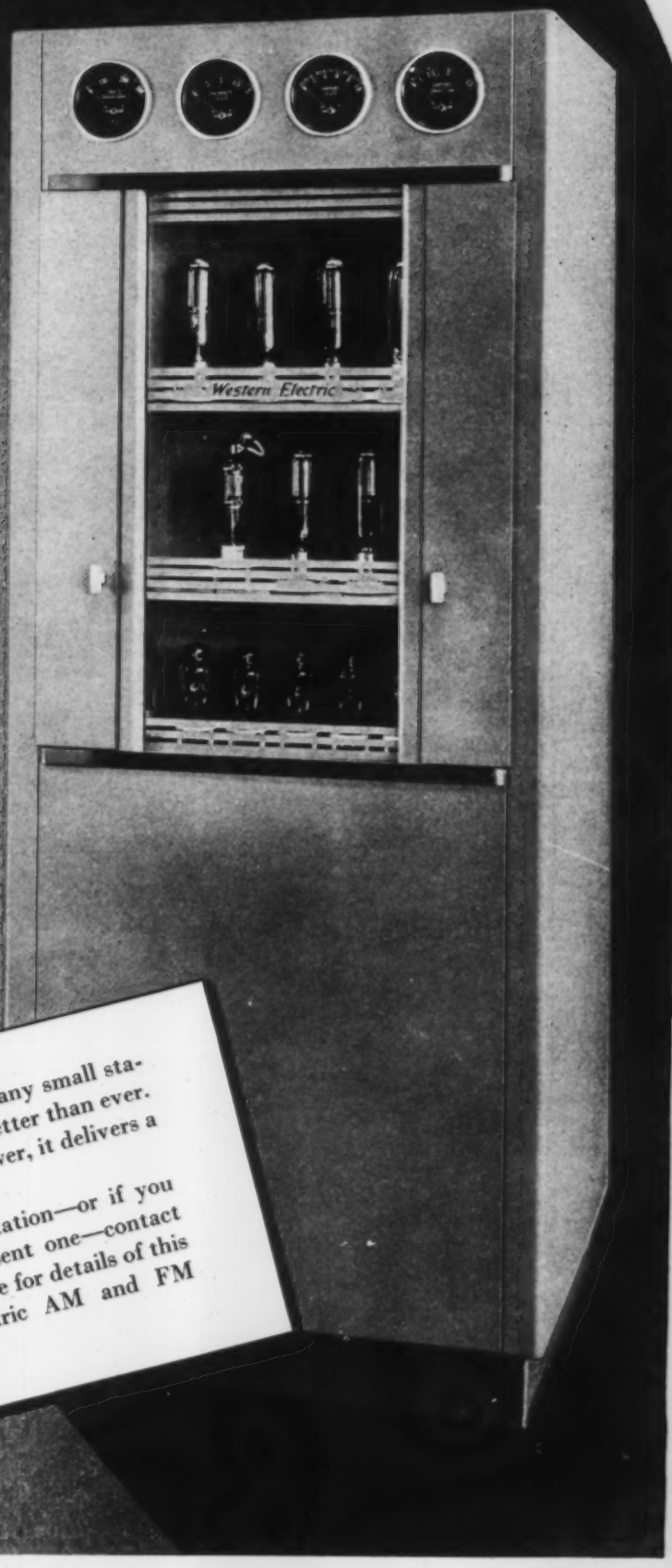
Keresey Honored

THOMAS M. KERESEY, vice president of Ivey & Ellington, New York, has been awarded the Legion of Merit for his outstanding service as chief of the Control Division, Office, Chief of Ordnance-Detroit, and simultaneously as assistant chief, Stock Control Division.

We are in production Deliveries have begun...

Western Electric

250 WATT AM TRANSMITTERS



COMPLETE AM LINE

In addition to the 250 watt transmitter, 1 kw units are now in stock. 5 kw's will be ready shortly. The superb Western Electric 50 kw is also in production.

Western also has in stock line branching, phase shifting, phase monitoring, and antenna coupling equipment to complete your installation.

Enthusiastically endorsed by many small stations, this transmitter is now better than ever. Packed with ample reserve power, it delivers a full 250 watts to the antenna.

If you're building a new station—or if you want to improve your present one—contact your Graybar representative for details of this and other Western Electric AM and FM transmitters today.

Western Electric

Distributed by GraybaR ELECTRIC COMPANY

ORDER YOURS NOW!

Profit - Sharing Plan Proposed in Congress

A RESOLUTION authorizing a Congressional study of profit-sharing in business, looking towards legislation in that direction, was introduced last week by Rep. Clare Booth Luce (R-Conn.). The resolution (H. Res-481) would appropriate $25,000 for the study, to be made by the House Ways & Means Committee. It was referred to the Rules Committee.

Mrs. Luce proposed a continuance of a profit-sharing study made by the Senate in the 75th Congress (1938-39), in which a committee found that "profit-sharing, in one form or another, has been and can be eminently successful." In introducing her resolution the Connecticut Congresswoman declared that better employer-employe relations would prevail if all employes were given a share of their employers' profits above their regular wages.

PETRILLO 'DRUNK WITH POWER'

Church Says AFM President Has No Interest In the Welfare of the Nation

JAMES CAESAR PETRILLO, president of the American Federation of Musicians, is "not interested in our national welfare," according to Rep. Ralph E. Church (R-Ill.), whose address Jan. 9 before the Highland Park, Ill., Chamber of Commerce was placed in the *Congressional Record* last week.

Rep. Church, an Evanston attorney, spoke on the dangers of what he termed "labor racketeers", declaring that "existing governmental policies are converting . . . our American system of free enterprise into a socialistic system of government planning and control."

"Take, for instance, the case of Mr. James Caesar Petrillo, who recently handed down the edict to American radio stations that they could not broadcast any musical programs originating in any foreign country, except Canada," said Rep. Church.

"He orders broadcasters to hire and fire musicians, orders radio programs canceled at will, orders the number of employes to be used on the programs, and orders the levy on the manufacturers of musical records of a special income tax payable to his union.

"Mr. Petrillo is not interested in our national welfare. He is interested solely in himself. He is drunk with power. He is an outstanding example of the centralized power over American industry that has fallen into the hands of a few men who care nothing about the general welfare of the people as a whole."

everybody knows

WBIG

means good broadcasting

columbia affiliate
greensboro, n. c.
represented by hollingbery

NBC Wins Two Awards of ASCA

Other Citations Go to Mutual, CBS, Writers, Producers

PRESENTATION of plaques to the winning programs and persons receiving the annual radio awards of the American Schools & Colleges Assn. for contributing most to "education and public interest" will be made this week.

Basis for the awards, according to Kenneth J. Beebe, president of ASCA, was that "during the war years radio developed what might best be described as a social consciousness. We have set up these awards to encourage and enhance this trend."

Four Categories

Awards are given in four categories as follows:

Cultural: *The NBC Symphony* series—for overall contribution to raising cultural levels. Honorable mention to *Eternal Light* on NBC.

News-drama: *You Make the News*, on Mutual, for impartial, analytical and entertaining presentation of the making of news events. Honorable mention to *Headline Edition* on ABC.

Secondary School Age Group: *Teen-Times Club* on NBC for good clean entertainment used as vehicle for straight coloquial talks on tolerance.

Primary School Age Group: *Let's Pretend* on CBS for excellent children's fantasy program.

Awards also go to the persons most consistently identified with production, writing and direction of programs contributing most to public education and interest. They are: Producers—Edward Byron, Milton Krents, Lester Weinrott; writers—Norman Corwin, Morton Wishengrad, Arnold Marquis; directors—Anton M. Leader, Frank Papp, Homer Fickett.

Caution to Jewelers

"THE IMPORTANT thing for the jewelry store in using radios as account getters is to be certain those sold are good, substantial, trouble-proof sets," cautioned Nate Hast, merchandising manager, Lear Radio Inc., writing in the December issue of *NJ* (National Jeweler) magazine. He warned against stores using radios of dubious make merely as a "come-on" for customers. Mr. Hast foresees a great future ahead for radio sales in jewelry stores. "As an account opener nothing can beat radio," he says. "As a means of getting husband and wife into the store together . . . it is superb."

WGN in 'News' Building

WGN Chicago has leased two floors of the Chicago Daily News Building for two years, effective March 1. Space will be remodeled for studios. Construction of $6,000,000 Tribune Tower and WGN Building is underway [BROADCASTING, Oct. 22].

KMPC adds another BRIGHT NEW STAR

TED STEELE

Popular Maestro and Recording Artist

Joins the "STATION OF STARS" as MUSIC DIRECTOR

In keeping with its progressive policy of constantly improving its programs . . . KMPC is proud to announce this latest addition of another brilliant personality to its staff. Ted Steele represents the best there is in music. His arrangements and musical achievements are known to radio audiences and record fans from coast to coast. Gifted, versatile he brings to KMPC a wealth of experience in musical direction and supervision which will assure our listeners of many delightful hours of musical entertainment.

KMPC
The West's Greatest Independent
LOS ANGELES, CALIF.

710 KC
KMPC
10,000 WATTS

FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE

Mystery Cleared

RED-FACED Post Office officials last week returned to Ben Gimbel, president of WIP Philadelphia, a package which had been puzzling them for a month. They had asked Mr. Gimbel for permission to open the package, which was addressed to him from Cuba, when it came into the Post Office in December. Later they notified the WIP executive that the package contained drugs which would have to be analyzed. When he got it back Mr. Gimbel found the package contained a small silver box which he uses to carry saccharine tablets. A Cuban hotel where he had left it on a recent visit was merely returning it to him.

Heller Practices Law

LAWRENCE J. HELLER, founder and former owner of WINX Washington, has returned to the practice of communications law with headquarters in Washington, he announced last week. He opened offices Monday at 1703 K St. N. W. Mr. Heller gave up law practice when he established WINX in October 1940. He sold the station to Eugene Meyer, publisher of the *Washington Post*, for $500,000 in August 1944, although he continued to serve in an advisory capacity to Mr. Meyer. In the four years he operated WINX Mr. Heller took an active part in broadcast matters.

Mr. Heller

Text of Revised Lea Bill

(*See story in this issue*)

FOLLOWING is text of the revised Lea Bill (HR-5117), designed to curb James Caesar Petrillo and his American Federation of Musicians, as well as other practices which might tend to interfere with broadcasting in the public interest:

A BILL

To amend title V of the Communications Act of 1934 so as to prohibit certain coercive practices affecting radio broadcasting.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That title V of the Communications Act of 1934, as amended, is amended by inserting after section 505 thereof the following new section:

"COERCIVE PRACTICES AFFECTING BROADCASTING

"Sec. 506. (a) It shall be unlawful, by the use or express or implied threat of the use of force, violence, intimidation, or duress, or by the use or express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee—

"(1) to employ or agree to employ, in connection with the conduct of the broadcasting business of such licensee, any person or persons in excess of the number of employees wanted by such licensee; or

"(2) to pay or give or agree to pay or give any money or other thing of value in lieu of giving, or on account of failure to give, employment to any person or persons, in connection with the conduct of the broadcasting business of such licensee, in excess of the number of employees wanted by such licensee; or

"(3) to pay or agree to pay more than once for services performed in connection with the conduct of the broadcasting business of such licensee; or

"(4) to pay or give or agree to pay or give any money or other thing of value for services, in connection with the conduct of the broadcasting business of such licensee, which are not to be performed; or

"(5) to refrain, or agree to refrain, from broadcasting or from permitting the broadcasting of a noncommercial educational or cultural program in connection with which the participants receive no money or other thing of value for their services, other than their actual expenses, and such licensee neither pays nor gives any money or other thing of value for the privilege of broadcasting such program nor receives any money or other thing of value on account of the broadcasting of such program; or

"(6) to refrain, or agree to refrain, from broadcasting or permitting the broadcasting of any radio communication originating outside the United States.

"(b) It shall be unlawful, by the use or express or implied threat of the use of force, violence, intimidation or duress, or by the use or express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee or any other person—

"(1) to pay or agree to pay tribute for the privilege of, or on account of, producing, preparing, manufacturing, selling, buying, renting, operating, using, or maintaining recordings, transcriptions, or mechanical, chemical, or electrical reproductions, or any other articles, equipment, machines, or materials, used or intended to be used in broadcasting or in the production, preparation, performance, or presentation of a program or programs for broadcasting; or

"(2) to accede to or impose any restriction upon such production, preparation, manufacture, sale, purchase, rental, operation, use, or maintenance, if such restriction is for the purpose of preventing or limiting the use of such articles, equipment, machines, or materials in broadcasting; or

"(3) to pay or agree to pay tribute on account of the broadcasting, by means of recordings or transcriptions, of a program previously broadcast, payment having been made, or agreed to be made, for the services actually rendered in the performance of such program.

"(c) The provisions of subsection (a) or (b) of this section shall not be held to make unlawful the enforcement or attempted enforcement, by means lawfully employed, of any contract right or legal obligation.

"(d) Whoever willfully violates any provision of subsection (a) or (b) of this section shall be guilty of a felony and, upon conviction thereof, shall be punished by imprisonment for not more than two years or by a fine of not more than $5,000, or both.

"(e) As used in this section the term 'licensee' includes the owner or owners, and the person or persons having control or management, of the radio station in respect of which a station license was granted."

O.B.E. to Strange

COMDR. WILLIAM STRANGE, Royal Canadian Navy, director of Naval Information for Radio, has been awarded the Order of the British Empire (O.B.E.) in the King's Honor Lists for his "devotion above and beyond the call of duty." He has written about 150 naval affairs broadcasts.

For BMI Music Consult Your BMI General Index

By now you will have received your copy of the new consolidated BMI GENERAL INDEX for 1945.

It's a huge volume, carefully indexed and legibly printed with more than 60,000 additional titles.

Don't let the size of the volume throw you. It may be bulky—but it certainly will give your music library as complete a directory of suitable musical material as could possibly be contained between two covers.

Just about a year's work by a capable and hard-working research staff went into the building of the BMI INDEX.

The song titles it contains are among the greatest of all time. No matter what type of show you present—there's a BMI hit to choose from.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York • Chicago • Hollywood

YOU MAY BE ABLE TO BEAT THIS LONG-HELD RECORD*—

BUT— YOU CAN'T THROW AN "OUTSIDE" CAMPAIGN INTO WESTERN MICHIGAN!

Power alone won't suffice to get "outside" stations into Western Michigan—as witness the failure even of 50,000-watt stations in Detroit and Chicago to reach this area dependably. The explanation is a queer *fading* condition which walls-off the area from even the most ambitious "outside" stations.

But—complete coverage of Western Michigan *is* available through two local CBS stations—WKZO in Kalamazoo and WJEF in Grand Rapids—with non-fading signals and at a bargain combination rate. We invite you to get all the *facts*. We'll be happy to send them to you—or ask Free & Peters!

** P. J. Ryan threw the 16-pound hammer 189 feet 6½ inches at Celtic Park, L. I., Aug. 17, 1913*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Col. Greer Honored

LT. COL. DeWITT GREER, Commanding officer, White House Signal Detachment, last Tuesday was awarded the Legion of Merit by President Truman for his direction of White House communications during the war. Col. Greer developed the radio railroad car used by Presidents Roosevelt and Truman during trips [BROADCASTING, Oct. 22]. Also awarded medals were two members of his staff, Chief Warrant Officers Frank G. Stoner and Horace K. Caldwell.

Col. Greer

WOMI Owensboro, Ky., Jan. 7 aired via wire recordings the inaugural ceremonies of new city officials.

AFRS Still Has 113 Stations on Air

Need for Entertainment By Radio Continues, Says Commandant

GLOBAL network of Armed Forces Radio Service is still on the air overseas. Outlining present broadcast coverage, Maj. Martin H. Work, AFRS Commandant, headquartered in Los Angeles, reminded that 113 stations staffed by military personnel of U. S. Army and Navy are continuing daily broadcast operations throughout the world.

Coverage of forces under Gen. Douglas MacArthur's command, originally accomplished by AFRS stations group known as the "Jungle Network" now extends to Japan, he pointed out. AFRS mobile broadcast stations which rolled in along with the men during initial phases of occupation have been broadcasting ever since, according to Maj. Work.

Stretches to Tokyo

"Upon expanding into Japanese territory," he explained "the Jungle Network became identified as the Far Eastern Network with AFRS stations stretching from Finschhafen-to-Manila-to-Tokyo. A pair of 1000 w AFRS stations are now on the air at Manila and Okinawa (WVTM WXLH). Stations ranging in power from 50 to 400 w are still beaming programs from WVTB Zamboanga, WVTA Finschhafen, WVTE San Fernando, Luzon, WVTF Hollandia, WVTG Biak, WVTI Cebu City, WVTK Tolosa, WVTL Moratai, WVTN Iloilo, WVTS Puerto Princesa, WVTT Malaybalay, Mindanao. AFRS stations in Japan and Korea, operate in a network with stations of Radio Tokyo itself having been taken over by Gen. MacArthur's AFRS staff.

"Down in the South Pacific the Mosquito Network remains in operation with five key AFRS stations: WVUQ Guadalcanal, WVUR Espiritu Santo, WVUS Noumea, WVUT Nandi, and Tutila (Navy). Radio Guadal, Santo and Noumea have 1000 w installations, while the Fiji and Samoan AFRS stations operate on 50 w.

Pacific Net

"Covering the rest of the Pacific is the 'Pacific Ocean Network,' dotting coral atolls in the Gilberts, Marshalls, Marianas and the islands of the Hawaiian group, with 1000 w stations WXLD and WXLG on Saipan and Kwajalein. Navy personnel operates WVTV Johnston, KMTH Midway. Other AFRS stations still being heard daily are WVUU Christmas Island, WXLI Guam, WVTW Peleliu, WVTX Iwo Jima, WXLE Eniwetok. There are 16 AFRS stations on the job in the Aleutians and Alaska mainland, including such familiar bases as Nome, Dutch Harbor, Kodiak, Fairbanks, Amchitka, Attu and others.

"On the other side of the world, American Forces Network, main broadcast artery of the AFRS through the United Kingdom, France and Germany, has kept its broadcast schedule, dropping a number of stations in the British Isles but increasing them on the Continent.

AFN Operations

"AFN is now broadcasting from five locations in France: Normandy, Paris, Cannes, Nice and Marseilles. AFRS stations in Germany include those at Munich, Stuttgart, Bremen, Berlin, Frankfurt, Kassel and Bayreuth. Stations at Munich and Stuttgart, staffed by American military personnel operate on 100,000 watts. In Austria, 1000 w installations are at Salzburg and Vienna. Recently AFRS stations of the Mediterranean Theater have merged into the American Forces Network. Included are those at Rome, Foggia, Caserta, Naples, Leghorn and Cividale. On the opposite shores of the Mediterranean in North Africa, French Morocco, Liberia, Iraq and Egypt, transmitters of AFRS stations still continue.

"A string of AFRS stations is still in operation in the Middle East at Casablanca, Dakar, Accra, Baghdad, Cairo and Palestine.

(*Continued on page 60*)

KFH • Wichita

"What's the Matter with America?"

KFH—

Gets the Facts

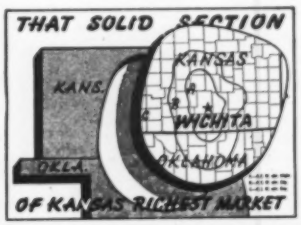
★ A famous editorial many years ago . . . "What's the Matter with Kansas?" . . . helped make Kansas the great prosperous and rich state it is today.

KFH believes that such personal self-analysis means much to the state and nation's future, because the opinions and desires of 11,000,000 servicemen returning from war will shape the America of tomorrow. For the past several months, KFH's news editor, George Gow, has been interviewing a different veteran daily during a regular newscast. The opinions of these servicemen on questions of current topics are telling the Southwest what they expect this generation to do to win the peace as well as the war. This personal interest in its own people has made KFH the personal, most "believed-in" station of Kansas' Richest Market.

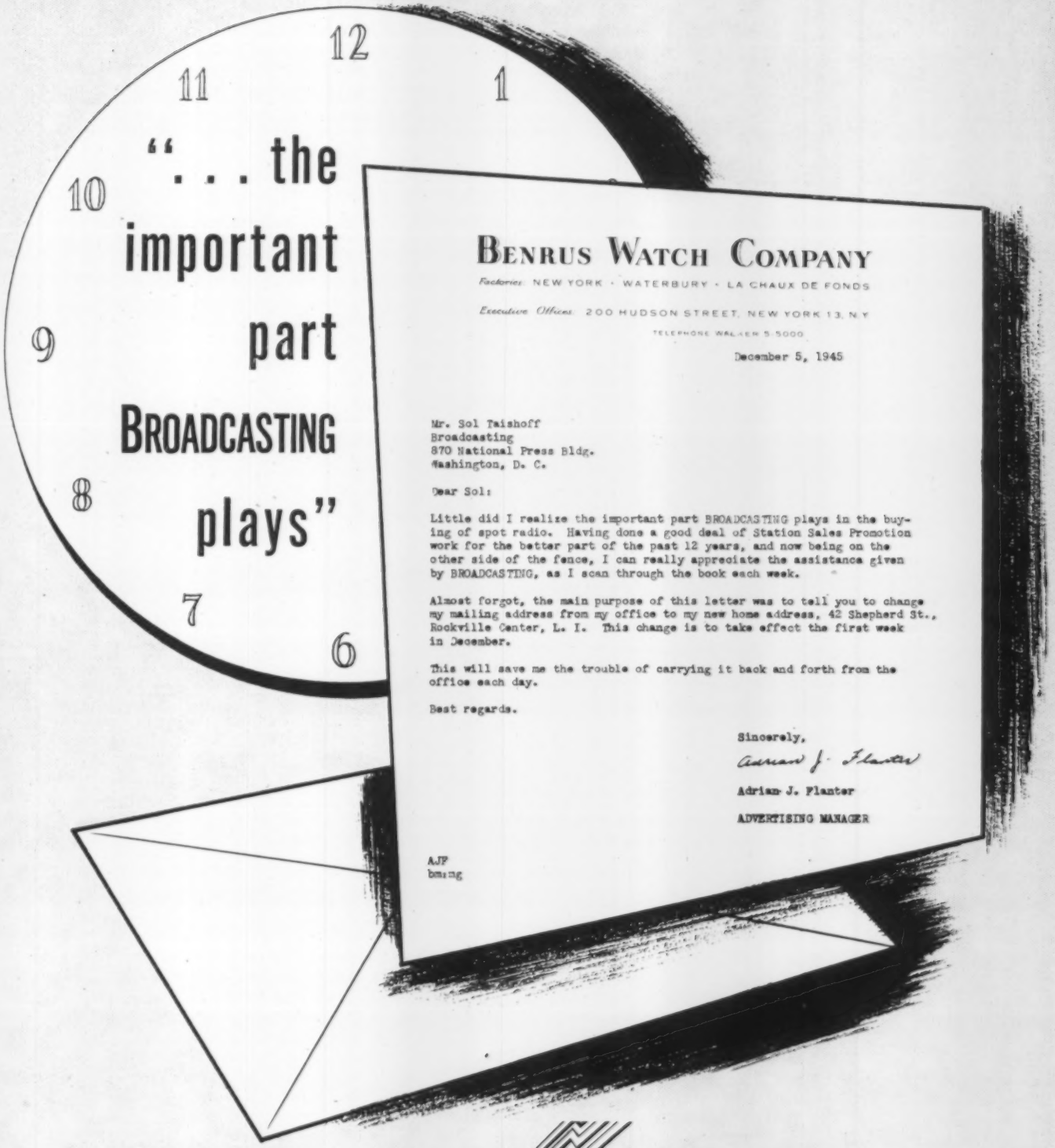
KFH

WICHITA

Wichita is a Hooperated City



CBS • 5000 WATTS DAY AND NIGHT • CALL ANY PETRY OFFICE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". . . the important part BROADCASTING plays"
BENRUS WATCH COMPANY
Factories: NEW YORK · WATERBURY · LA CHAUX DE FONDS
Executive Offices: 200 HUDSON STREET, NEW YORK 13, N.Y.
TELEPHONE WALKER 5-5000
December 5, 1945
Mr. Sol Taishoff
Broadcasting
870 National Press Bldg.
Washington, D. C.
Dear Sol:
Little did I realize the important part BROADCASTING plays in the buying of spot radio. Having done a good deal of Station Sales Promotion work for the better part of the past 12 years, and now being on the other side of the fence, I can really appreciate the assistance given by BROADCASTING, as I scan through the book each week.
Almost forgot, the main purpose of this letter was to tell you to change my mailing address from my office to my new home address, 42 Shepherd St., Rockville Center, L. I. This change is to take effect the first week in December.
This will save me the trouble of carrying it back and forth from the office each day.
Best regards.
Sincerely,
Adrian J. Flanter
Adrian J. Flanter
ADVERTISING MANAGER
AJF
bm:mg

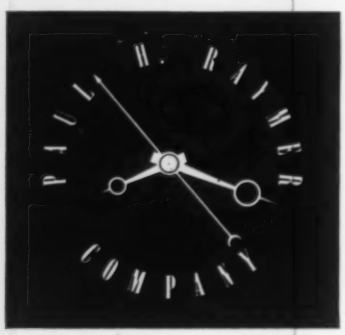
BROADCASTING
TELECASTING

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

It's not WHAT he sings it's HOW he sings it

Whether it be Bach or "boogie" or a corny cadenza, it's not what he sings, it's how he sings it. The perfection found in an operatic great is the result of years of painstaking study, practice and experience.

We look with pride over our many years of experience in the business of radio advertising—at the proficiency and knowledge men of our organization have acquired. Like the virtuoso, we, too, know our business.



PAUL H. RAYMER COMPANY • RADIO ADVERTISING

NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

Haze Over the Clears

SCENES reminiscent of other days in radio were reenacted last week before the FCC. The issue was clear channels; whether they should be duplicated or retained in the interest of the farmer and the remote dweller.

When the old Radio Commission considered the original broadcast allocations in 1928, clear channels and the related question of maximum power, were the burning questions. At that time 40 exclusive channels were set aside. Just a decade later the issue erupted again. Then the FCC, successor to the Radio Commission, cut down the number of exclusive clears to 25, and labelled them Class I-A frequencies. Approximately as many Class I-B channels were provided—channels which were duplicated both day and night. Power, generally, however, has been limited to 50,000 watts maximum for clears, whereas in other nations, power up to 500,000 watts is being used.

Generally the same personalities are participating in these new proceedings. But the FCC personnel has changed completely. There are the same operators of clear channel stations in most instances. There are the same regional and local operators who took the leadership in the past *cause celebres;* the same lawyers and engineers for the most part.

Since the hearings of 1928 and of 1938, new broadcast services have been developed. FM, which will give to aural broadcasting a richer voice and vastly increased numbers is now in the nationwide licensing process. Television is on the threshold too, but with the likelihood of performance limited to urban areas in the immediate future.

The issue, basically, is whether rural and remote America would receive more effective service through duplicated use of clear channels or through their retention and with greater power. It won't be decided this week or next. The hearings last week were purely preliminary—the opening event—with the main attraction to come in the months ahead, after further technical studies are completed.

In that intervening time the FCC should have available much basic data on performance of FM stations accruing from studies currently in progress and others to be undertaken when new FM outlets take the air. The FM coverage pattern is inextricably interwoven in the AM picture. The listener isn't primarily concerned with the means of transmission, just so he gets the service.

But the controversy is not purely technical. Economic and social factors were introduced as far back as the 1938 proceedings. Since then the FCC has injected the more explosive element of programs. On that point the Bureau of Agricultural Economics survey certainly did not show widespread dissatisfaction of Rural America on program offerings of stations, whether locals, regionals or clears. They like the same programming their urban brethren get.

The result the FCC must seek to achieve is the most efficient radio service possible to all citizens on the most equitable basis possible within technical limitations. Whether or not there exist preconceived notions about the outcome, the Commission certainly cannot undertake a determination until it knows the engineering story and has a better notion of the part FM will play in the coverage of urban and contiguous rural areas.

COMMISSIONER WILLS says that competition guarantees a free radio. The paradox is, he's playing left end and Commissioner Durr is playing right tackle (see picture, this issue) at the FCC conference table. Maybe the Chairman should get them together.

The Voice of America

THE STATE DEPARTMENT at this time is considering the disposition to be made of shortwave broadcasting.

Should it be privately owned?

Should it be owned by the Government?

Should it be a cooperative venture of private industry and Government?

These are large problems, and the effect of their solution will be far-reaching within the United States and in foreign lands.

In the midst of deliberations on the subject, the Associated Press has anncunced that it will withdraw its service from State Dept. leased broadcasting stations because it believes such an arrangement during time of peace militates against freedom of the press.

The Associated Press, as well as the United Press and International News Service, provided its service without charge to the Government during the war. It did not charge for the service because it wanted to court no possibility that the Government's influence in the dissemination of the news would become too important, as it has in other nations.

We believe the AP is right to a certain extent. We believe the Government should not retain exclusive editorial control over shortwaved news during time of peace. On the other hand, it is shortsighted to expect any one independent agency, or collection of them, to properly reflect America to the world.

No one, including William Benton, the Assistant Secretary of State to whom the responsibility immediately falls, has offered an ideal solution.

Mr. Benton should be advised by men who have made it their lifetime endeavor to sense the beat of the American public pulse. Such men should include able broadcasters, publishers, editors and motion picture executives.

Mr. Benton has suggested, in a letter to Robert McLean, AP's board president, the appointment of an industry committee to consult with him on the problem. But Mr. Benton has nominated only newspapermen for the job. We would remind him that the question involves a medium with which many editors and publishers are not conversant.

Why does not Mr. Benton or his chief, Mr. Byrnes, consider the nomination of a man like Byron Price who has had a distinguished newspaper career, learned much about broadcasting while he was Director of Censorship and now is allied with motion pictures? Or Mark Ethridge, a public spirited citizen who is both a publisher and broadcaster?

Such a man could give the State Dept. guidance that would be in the true American tradition of democracy.

Our Respects To -

CHARLES HARVEY CRUTCHFIELD

NEW ideas, new methods, and a penchant for perfection are all tied up with Charles Harvey Crutchfield's rise from one-time station office boy to station general manager.

At 33 one of the youngest managers of a 50,000 w station in the country, Mr. Crutchfield has managed WBT Charlotte, N. C., since Southeastern Broadcasting Co. took over the station from CBS last September. Before that, he was acting manager for four weeks and program director for 10 years. The station claims that in the latter post he helped WBT win more awards than any other station in the nation.

Mr. Crutchfield first tasted the sweet and bitter fruits of radio at Spartanburg, S. C. Born in Hope, Ark., on July 27, 1912, he moved with his family to Spartanburg when he was eight. There he attended the public schools and enrolled in Wofford College.

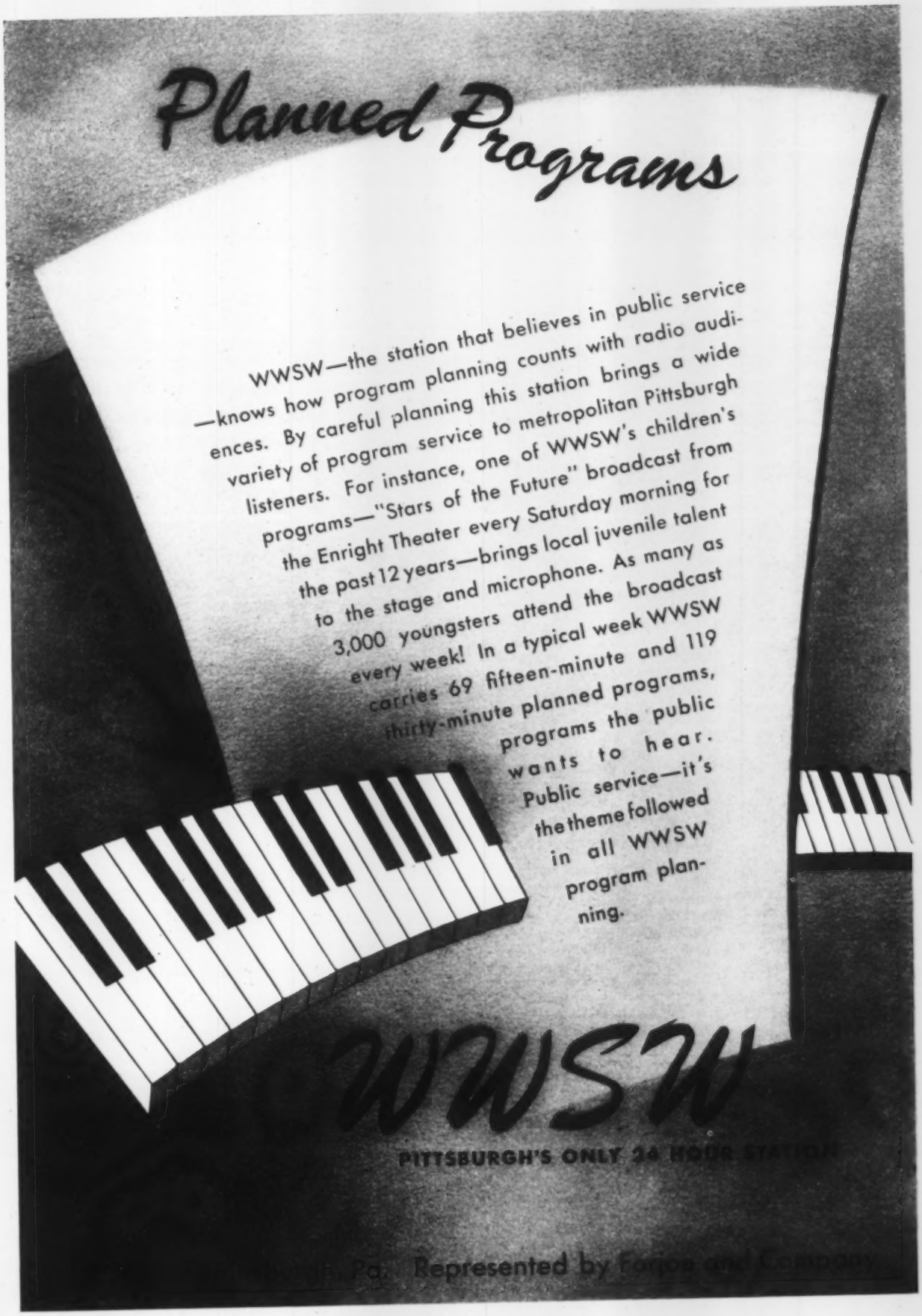
His first radio job was as telephone operator and general office boy, but young "Crutch", as he is still known, had his heart set on becoming an announcer. The manager of WSPA Spartanburg finally consented to an audition, and shortly thereafter the youngster started selling via radio, while still a student at Wofford.

Mr. Crutchfield moved next to WBIG Greensboro, N. C., now also a member of the Southeastern Broadcasting group, and then, in 1933, to WBT where he became program director after two years as announcer.

His goal always has been new ideas for programs, new methods for putting the station on the radio map. His associates credit him not only with an acute business sense but also with ability to spot success—or fraud—on sight. Successes he spotted and encouraged in their early days include Dean Hudson, Kay Kyser, Johnny Long, John Scott Trotter and the late Hal Kemp and their orchestras; Lansing Hatfield of the Metropolitan Opera Co.; Announcers Bill Bivens of the Fred Waring show, Russ Hodges of Mutual, and Sandy Becker of CBS; the Golden Gate Quartet, and the Southland Jubilee Singers, now the Four Knights. WBT has originated many network shows, and has been frequently praised by CBS for its programs.

In 1935 Mr. Crutchfield represented radio at a meeting with officials of the Southern Conference, who until then had banned commercial broadcasting of football games between member colleges. His persuasive arguments got much of the credit for reversing the officials' decision. Since then, hundreds of thousands of

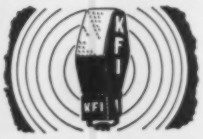
(*Continued on page 48*)


Planned Programs
WWSW—the station that believes in public service—knows how program planning counts with radio audiences. By careful planning this station brings a wide variety of program service to metropolitan Pittsburgh listeners. For instance, one of WWSW's children's programs—"Stars of the Future" broadcast from the Enright Theater every Saturday morning for the past 12 years—brings local juvenile talent to the stage and microphone. As many as 3,000 youngsters attend the broadcast every week! In a typical week WWSW carries 69 fifteen-minute and 119 thirty-minute planned programs, programs the public wants to hear. Public service—it's the theme followed in all WWSW program planning.
WWSW
PITTSBURGH'S ONLY 24 HOUR STATION
Represented by Forjoe and Company

REVIEW OF THE REVIEW

The great production of the year to come out of KFI's News Room is the hour-long program entitled "1945 A.D." Written by staff scripter, Jim Dooley, this feature reviews in detail the major events of the past year for KFI listeners. A cast of professional actors handle the dramatics required for the show and we never cease to be amazed at the accuracy with which the voices of the world's great and near-great are reproduced. The program aired on December 30th from 11:00 p.m. to 12:00 p.m. and as you might guess, a number of listeners who joined the audience well after curtain time telephoned KFI to irately ask if Eisenhower, Tojo or Winston Churchill was really on the air and why didn't somebody tell them about it. Even the persuasive tones of our operators couldn't convince some that the voices were simulated by people living here in Hollywood.

AND A FEW BRIEFS



Out of the army and returned to KFI as an announcer is George Dvorak. He completed more than three years in the South Pacific ...Renowned composer-conductor, Victor Young, was guest conductor New Year's Eve on the "KFI-Hollywood Bowl Young Artists Competition". . . Comedian "Cousin" Elmore Vincent of "Corn Shuckers Jubilee" (KFI daily 5:45 a.m.) has a featured role in the local stage hit "Maid in the Ozarks"... Government transcriptions for Naval Officers Procurement heard across the country are being cut by KFI's Recording Division.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Respects

(*Continued from page 46*)

dollars have poured into radio from sponsors of football broadcasts.

With FCC approval of CBS' sale of WBT to Southeastern Broadcasting Co. for $1,505,000, CBS last August appointed him acting manager for the four weeks between the departure of Manager A. D. Willard Jr., who was leaving to become executive vice-president of the National Association of Broadcasters, and assumption of control by the new owners.

His appointment by Southeastern on Sept. 23 returns him to a working association with a man who gave him much encouragement in his beginning days in radio—Maj. Edney Ridge, who was director of WBIG when Mr. Crutchfield worked there in the early 1930's and who now couples that post with that of secretary and treasurer of Southeastern, a subsidiary of Jefferson Standard Life Insurance Co., Greensboro.

Mr. Crutchfield married Jacqueline Williams of Savannah and Miami. They have two children, Richard Dale, 10, and Leslie Alice, 8. He is a member of the Charlotte Country Club, the Benedicts (social organization), Kiwanis, Variety Club, and Kappa Sigma fraternity. He also serves on the board of directors of the North Carolina Symphony Orchestra and as chairman of the Out-of-Town Solicitations Committee of the Charlotte War and Community Fund.

His hobbies are fishing and hunting, and he has trophies attesting his proficiency in both sports. His greatest pleasure, however, remains in searching out new talent and new ideas and developing them to a point as near perfection as possible.

Cugat Sued by RCA

BREACH of contract suit against Xavier Cugat, orchestra leader, and Columbia Recording Corp. has been filed by RCA. Charge is that Mr. Cugat had made recordings for Columbia while under exclusive contract to RCA, thus denying latter of "valuable property rights." Interference with contractual and property rights of RCA by Columbia is also charged. Mr. Cugat had been under contract to RCA between 1933 and 1940. One of terms was that he was not to make for any other company the records he had made for RCA, which maintains he has recently done same and also released records. Columbia denies charges, answering "provision in the contract . . . is unreasonable and void."

Clothing Drive

COLLECTION bins have been placed in studio building of CBS and NBC and Colbee's Restaurant (frequented by actors and actresses), by AFRA Clothing Committee so that AFRA members can deposit their contributions of clothing to Nelson Rockefeller's Victory Clothing Drive from Jan. 15-31. Helene Dumas is AFRA committee chairman.

DONATION of $1,016.62 is presented to Philip J. Kelly (right), chairman of finance committee of Veterans Guidance in Advertising by Murray Grabhorn (second from left), assistant general sales manager of ABC on behalf of the Radio Executives Club of which he is president. Elon G. Borton, president of Advertising Federation of America, and Mrs. Ruth C. Perry, executive director of Veterans Guidance, smile approval.

Federal Discloses Electronics 'Finger' Used Successfully to Track Submarines

EXISTENCE of an electronic "finger" which pointed to German U-boats the instant they broke radio silence was disclosed last week by Federal Telephone and Radio Corp. which developed and built the device.

The long-range high-frequency direction finder, was the foundation of the U.S. Navy's offensive against the U-boat peril in 1943. Used in conjunction with radar and underwater sound interceptors, it was responsible for many a kill.

'Compressed' Messages

German submarine commanders throughout the war used a "squirt" transmission system, sending messages in split-second bursts to home bases. These "compressed" messages were received by bases on high-speed recording machines and were played back at reduced speeds. Germans felt their "squirt" transmissions were too brief to be intercepted since the enemy was unaware of America's possession of the direction finder which was capable of picking up the briefest message and getting a "fix" on the sub's position.

One technical factor that made the direction finder such a deadly combination with radar was its range. Radar's waves do not bend; hence its operation is confined to the theoretical line of sight, but the direction finder has, according to Federal Corp., "almost no range limitation."

Among many a newsworthy U-boat kill for which the direction finder was responsible was the location of the submarines which landed spies and saboteurs on Long Island and Florida in 1942. The enemy landing parties were apprehended, and at least one of the U-boats which landed them was known to have been sunk before it could flee.

Most wartime use of the direction finder was in naval operations against submarines, but it was said to be equally effective in locating airplanes in flight and surface ships.

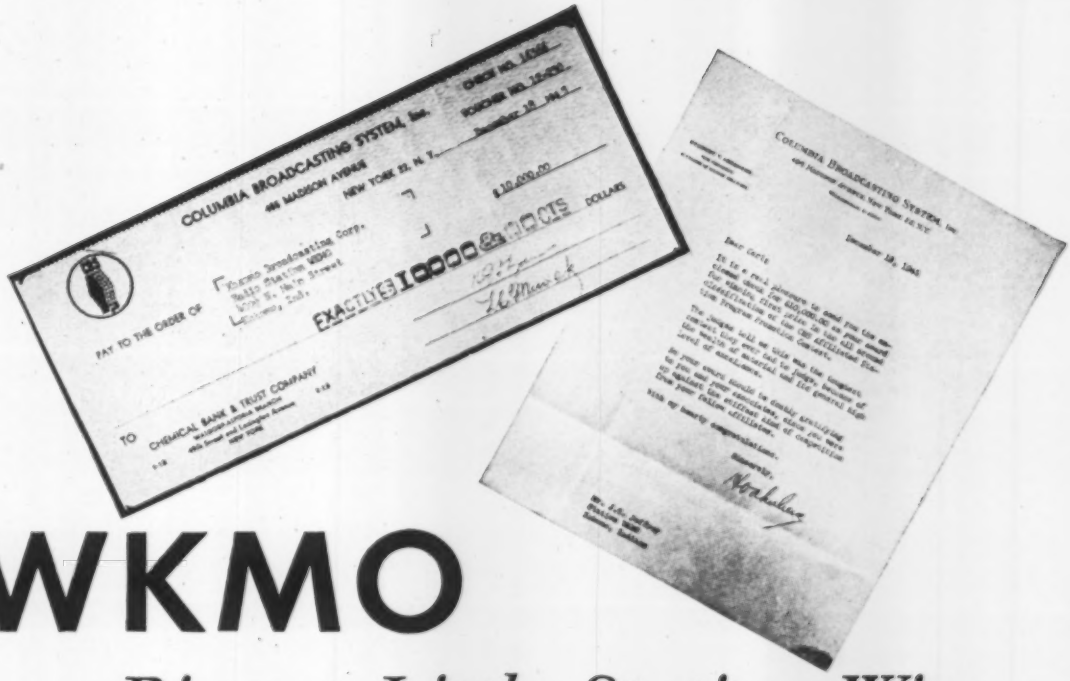
The company, which is the domestic manufacturing affiliate of the International Telephone & Telegraph Corp., said that the direction finder would have a practical application to peacetime navigation. Installations now under construction on both sides of the Atlantic will make available a navigational service to pilots.

The U.S. Coast Guard now is using the instrument in its air-sea rescue system to locate scenes of trouble at sea.

Big Response

FROM A SINGLE appeal made by Paul Gibson, WBBM-CBS Chicago commentator, requesting listeners to share their Christmas cards with underprivileged children, more than 1,000,000 cards flooded the station mail box. So overwhelming was the response, that Gibson and his staff on the *Housewive's Protective League*, had to move out to accommodate the towering stacks of holiday mail.

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION


COLUMBIA BROADCASTING SYSTEM, Inc.
485 MADISON AVENUE
NEW YORK 22, N. Y.
PAY TO THE ORDER OF
TO
CHEMICAL BANK & TRUST COMPANY
EXACTLY 10000 00 CTS DOLLARS
Columbia Broadcasting System, Inc.
December 18, 1945
Dear Carl:
It is a real pleasure to send you the enclosed check for $10,000.00 as first award in the "Biggest Show In Town" contest conducted by the Indiana Broadcasting Corporation.
With my heartiest congratulations,
Sincerely,

WKMO

Biggest Little Station Wins "Biggest Show In Town" Award

OF COURSE we were thrilled to win the $10,000 top prize,—but, honestly, we weren't too surprised. We *knew* we had done a good job of promoting "The Biggest Show In Town" because it's the kind of a job we're doing 365 days a year.

We believe it's our job . . . we believe it's "in the public interest" to tell our folks about the programs and people they hear on their favorite radio station. (see Conlan survey.)

We believe, too, that it is a part of our contract with WKMO's advertisers, to back up their program dollars with our promotion dollars for maximum results.

So—a special campaign paid off for us . . . just as our regular promotion efforts are regularly paying off for advertisers who reach the rich, responsive WKMO audience in the Heart of Indiana.

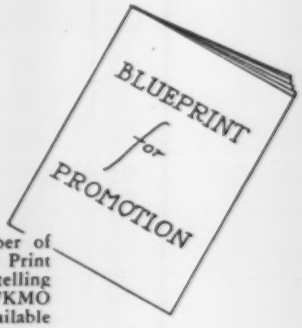
Thank You

CBS—*for the $10,000*

The Judges—
for recognizing merit

Our Staff—
for a job well done

John Carl Jeffrey
General Manager



A limited number of brochures "Blue Print for Promotion" telling the story of the WKMO campaign are available while they last.

WKMO

KOKOMO
IN THE
HEART OF
INDIANA

For further information write or wire John Carl Jeffrey, Gen. Mgr. WKMO; or Howard H. Wilson Co.; New York — Chicago — San Francisco — Hollywood — Seattle.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

MANAGEMENT

PAUL R. FRY, general manager of KBON Omaha, last Monday was elected vice president and director of Inland Broadcasting Co., station licensee.

BEN HOBERMAN, recently discharged from AFRS Paris as lieutenant, has been named assistant manager of WELI New Haven, and will assume his duties shortly. **COL. HARRY C. WILDER**, WELI president, hired Mr. Hoberman after hearing him address the American Broadcast Mission to ETO last August in Paris on AFN operations [BROADCASTING, Aug. 27, 1945]. Before entering Army, Mr. Hoberman was chief announcer and assistant sales manager of WMFG Hibbing, Minn.

Mr. Hoberman

JACQUES THIVIERGE, recently discharged from Canadian Army, has been appointed manager of a new 250 w station on 1450 kc, CHEF Granby, Que., expected to be on the air late this winter. He is a son of **NARCISSE THIVIERGE**, manager of CHRC Quebec, and has been announcer at CHRC and French program director of CKSO Sudbury, Ont.

MICHAEL BARKWAY, BBC representative in Canada, headquartered at Toronto, is father of a girl.

ADRIAN SAMISH, ABC New York vice president in charge of programs, currently is in Hollywood to supervise start of four network sustaining shows on Jan. 21. Included in new Hollywood-originating series are "Forever Tops", "Jimmy Gleason's Diner", and "I Deal in Crime".

E. K. HARTENBOWER, general manager of KCMO Kansas City, is on an extended business trip to the East. Before return to station he will stop in Chicago for a week.

J. WARREN McALPINE, head of the North American service of BBC London, is now in Canada on his way to the U. S. to study BBC operations.

JOHN MICHEL, former traffic manager of KOMA Oklahoma City, has been appointed manager of KPDN, MBS affiliate at Pampa, Tex. Mr. Michel was discharged from AAF last October after having served in ETO.

PAUL W. KESTEN, recently elevated to CBS vice chairmanship, is taking an extended vacation in Arizona. He has not been in robust health for several months.

E. A. FOOTE, president of WBYN Brooklyn, is recuperating at his Washington home following an operation complicated by an influenza attack. He will rest in Florida before returning to his duties.

DON FEDDERSON, manager of KMTR Hollywood, is in Washington for FCC hearings on sale of that station to **MRS. DOROTHY THACKREY**, New York Post publisher and owner of WLIB New York. He returns to West Coast in late January.

CHARLES STARK, vice president of WMCA New York, is on a six-week vacation in Havana. He is scheduled to return about the middle of February.

JOHN H. MacDONALD, NBC vice president in charge of finance, spoke at a meeting of National Office Management Assn. at Belmont-Plaza Hotel, New York, on "Developing the Office Manager's Job".

SIDNEY N. STROTZ, NBC Western Division vice president, currently is in New York for annual home office executive conferences. He returns to Hollywood in early February.

DON SEARLE, ABC Western Division vice president, will confer with home office executives in New York for two weeks in mid-February.

Census Hearings

HEARINGS are scheduled for 10 a.m. Thursday and Friday before the House Committee on the Census on the Allen bill (HR-4781) to provide for a census of manufactures, mineral industries and of business distribution in 1947 and every five years thereafter [BROADCASTING, Jan. 14]. The bill was introduced by Chairman Allen (D-La.) of the Census Committee on Nov. 23 at the same time that Sen. McCarran (D-Nev.), chairman of the Senate Judiciary Committee, introduced a companion measure.

Theatre Tele

NEW theatre to be erected at cost of $500,000 in Denver by Fox Greater Theaters, a National Theater subsidiary, will be equipped for television, according to Frank H. (Rick) Ricketson Jr., president of company. Tower to be erected on front of theatre will contain television antenna. Seating 2,000 persons, house will utilize three dimension projection. Construction starts upon release of materials.

Trammell Host

NILES TRAMMELL, president of NBC, has been named a member of the host committee for the dinner at the Hotel Astor, Feb. 5, sponsored by the Brand Names Research Foundation to honor New York brand names in use 50 years or longer. More than 1,000 persons are expected to attend the dinner, A. O. Buckingham, vice president of Cluett, Peabody & Co. and vice chairman of the Foundation, announced.

SMITHGALL HEADS GEORGIA STATIONS

CHARLES A. SMITHGALL, supervisor of Fort Industry southern stations, was elected president of the Georgia Assn. of Broadcasters at a meeting held Jan. 12 in Macon. He also is president of Blue Ridge Broadcasting Co., operating WGGA Gainesville, Ga., and is a member of the Fort Industry board and executive committee besides managing WAGA Atlanta.

Mr. Smithgall

Plans for the first Georgia Radio Institute, to be held in cooperation with the Henry W. Grady School of Journalism, U. of Georgia, were drawn by the association. Committee named to head institute consists of Mr. Smithgall; Wilton Cobb, WMAZ Macon; John Outler, WSB Atlanta; Dwight Bruce, WTOC Savannah; Jack Williams, WAYX Waycross.

Other officers for 1946 included Allan Woodall, WDAK Columbus, first vice-president; John Fulton, WGST Atlanta, second vice-president; Walter Speight, WATL Atlanta, secretary-treasurer. The six directors named were: Clear Channel, John Outler, WSB Atlanta; Regional Channel, Abner Israel, WALB Albany, and Wilton Cobb, WMAZ Macon; Local, Harbin Daniel, WSAV Savannah, Russ Holt, WGGA Gainesville, and Charles Pittman, WBML Macon.

PREVIEW broadcast of leading horse races of Hialeah racing season, which will be broadcast on Mutual, was presented by Bryan Field in special program Jan. 17. John C. Clark, president of Hialeah Racing Assn., and other turf celebrities were introduced on program.

FARM RADIO BLACKOUT FORECAST

Edwin Craig Opposes FCC Clear Channel Proposition for Rural Listeners

A "RADIO BLACKOUT" will envelop farmers and small townsmen if clear channel broadcasting service to rural areas is curtailed, Edwin W. Craig of WSM Nashville warned in a statement last week.

Mr. Craig, chairman of a group of 17 independently owned clear channel stations from coast to coast, issued the statement as the clear channel hearings got under way before the FCC. The statement follows:

"In considerations now before the FCC, certain broadcasters have been urging a plan which would plunge rural and small town listeners into a radio blackout by depriving them of service only available to them at night through clear channel stations.

"So far as radio is concerned, rural listeners are already underprivileged, and they stand to gain little from television or frequency modulation with their limited coverage. Urban listeners, however, already receive excellent and varied radio service, and at signal strength 20 to 80 times stronger than the farmer. Furthermore, only 37% of the area of the United States is now receiving a primary daytime service, and only 57% a primary night service.

"To jeopardize the inadequate service now received by the farmer by turning over clear channel wavelengths to regional or new stations for city use would, in my opinion, represent a colossal social blunder. It is hoped that the Commission will halt these periodic raids upon clear channel service, instigated as they often are by those disinterested in rural America."

HONOR GUESTS at NAB 15th District luncheon in San Francisco were (l to r): Francis V. Sloan, FCC inspector; Curtis D. Peck, NBC-KPO field engineer; R. V. Howard, KSFO chief engineer and head of Universal Research Lab.; George Greaves, assistant manager, KPO; Dr. F. E. Terman, head of engineering, Stanford U., and luncheon speaker.

NEW TRICKS in feeling listener pulses occupy this group at NAB 15th District meeting in San Francisco (l to r): Hugh Feltis, president, Broadcast Measurement Bureau; Burton Granicher, San Francisco radio director, McCann-Erickson and AAAA representative; Wilmot Rogers, advertising manager, California Packing Corp. and ANA representative; Justin Miller, NAB president; William B. Smullin, owner, KIEM Eureka, and 15th District director, who presided.

15th District Asks Programming Aid

FORMATION of a program department in the NAB was advocated by C. E. Arney Jr., NAB secretary-treasurer, addressing the final day's meeting of the 15th NAB District in San Francisco [earlier story in Jan. 14 BROADCASTING].

Speaking in absence of Glenn Shaw, manager of KLX Oakland and district program manager, Mr. Arney led a program managers clinic. He pointed to advantages of a program exchange operation.

William B. Smullin, 15th District director, said sales and program departments must work and think together to improve program balance and public service. Edward M. Kirby, NAB public relations counsel, said the trend is toward cleaning up commercial radio and pointed to the need for better writing.

Sales managers meeting was directed by Clyde Coombs, KARM Fresno manager and district sales manager's chairman. Lincoln Dellar, owner of KXOA Sacramento and member of the NAB Sales Managers Executive Committee, conducted the session. He reported on the committee's meeting in New York Nov. 30. Frank E. Pellegrin, NAB Director of Broadcast Advertising, discussed plans to aid station sales staffs.

Dr. F. E. Terman, professor of engineering, Stanford U., discussed electronic progress during the war. William Bates, manager of KTRB Modesto and chairman of the district Small Market Stations Committee, conducted the Small Market Stations meeting, with Mr. Pellegrin discussing NAB activities on behalf of the group.

COMMERCIAL

STEVENS P. JACKSON, for five years serving in the Army Coast Artillery, has rejoined the WMCA New York sales staff.

CHARLES PALMER, ABC account executive, has resumed his duties following a two-week illness.

JOHN V. B. SULLIVAN, recently discharged from the Army and former sales promotion manager of WNEW New York, has rejoined station as a member of the sales staff.

LOUIS READ, commercial manager of WWL New Orleans, is in New York on business.

LT. KENT PATERSON, on terminal leave from the Navy and formerly with ABC sales office in Detroit, has rejoined network as manager of the Pittsburgh office where he will represent network in Pennsylvania and Wheeling, W. Va., areas.

ROBERT BAKER, new to radio, has joined KWG Stockton, Cal., as account executive.

LEN MILLER has joined the sales department of CHML Hamilton, Ont.

BEN BERENTSON, salesman of WGN Chicago, has been named assistant sales-manager, a newly created post. He joined WGN in 1940 as sales promotion manager.

GERRY McCORMICK is new traffic manager of KGVO Missoula, Mont.

TERRY MANN, released from Navy as lieutenant and prior to service director of marketing, media and research for Foote, Cone & Belding, Los Angeles, has joined Don Lee Broadcasting System, Hollywood, as account executive. He replaces **MILT CARLSON** who resigned to become vice president of Western Adv., Los Angeles agency.

JOHN (BUD) EDWARDS, program traffic manager of ABC Hollywood, resigns that post effective March 1 and is to retire to his Idaho ranch.

A WORD ABOUT MILWAUKEE

Different

Any salesman who has ever sold Milwaukee will agree to this description. WEMP has been selling Milwaukee for over ten years. WEMP programs exclusively for this exclusive audience.

Milwaukee is big—
America's 13th market.

Milwaukee is conservative—
sound!

It takes a lot of selling. It takes a lot of producing to keep it sold. WEMP has done this job for over ten years, and will continue to do even a better job in 1946.

WEMP *Milwaukee*

AMERICAN BROADCASTING COMPANY

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

PRODUCTION

TOM MOORE, after three years and three months in the Army, has returned to WOR New York. He has been named program coordinator, which duties include the development of new shows as well as programs already on WOR schedule.

MRS. AUSTIN WILLIS is returning as announcer to CBL and CJBC Toronto under her professional name of Nancy Graham.

RICHARD CAMPBELL, recently discharged as flight lieutenant from RCAF, and DON RAMSAY, formerly of CJIC Sault Ste. Marie, Ont., have joined the announcing staff of CHML Hamilton, Ont.

DONALD L. ARNOLD, announcer, in armed forces 34 months, and EDWARD J. BURNS, former program director of AFN Munich, Germany, have returned to WGNY Newburgh, N. Y. Mr. Burns was overseas 35 months.

BRAD REYNOLDS, tenor on "Gloom Dodgers" on WHN New York, has been chosen as official voice of the March of Dimes. He will be heard singing "Give to the March of Dimes" written by Irving Caesar.

BILL MANNS of the announcing staff of WIP Philadelphia on Feb. 2 is to marry Alcesta Lins.

JOHN KELLY, former publicity chief of KYW Philadelphia, is to be released from the Marine Corps this week after service in South Pacific and will return to the station. ART HINETT has rejoined KYW as studio pianist.

GENE GRAVES shifts from the announcing staff of WIBG Philadelphia to that of KYW Philadelphia, replacing BILL HARVEY, resigned.

DON SPENCER, son of ERNEST L. SPENCER, president of KVOE Santa Ana, Cal., with Army discharge has joined Don Lee Broadcasting System, Hollywood, production division.

HOWARD PETRIE has replaced KEN NILES as announcer on weekly CBS "Blondie" program.

MICHAEL DOUGLAS, featured vocalist on NBC "College of Musical Knowledge", has been signed by Republic Pictures to co-star with Michael O'Shea in a forthcoming picture.

CLIFF ENGLE, recently discharged from armed forces, has been assigned announcer on weekly commentary featuring HERB CAEN on KPO San Francisco.

OWEN DAVIS Jr., recently discharged from the Army and formerly a stage, movie, and radio actor, has joined the NBC television department as director of literary rights and scripts. He will supervise all matters pertaining to the writing and procuring of script material and also will produce special programs on network's television station WNBT New York.

PHIL DAVIS and MILTON JOSEPHSBERG, with team of HOWARD SNYDER and HUGH WEDLOCK, now comprise writing staff of NBC "Fitch Bandwagon". With dropping of guest name band policy, format changes to comedy-variety. HENRY RUSSELL has been assigned permanent musical director of program. CASS DALY continues to head comedy portion of show, with weekly guest star. Agency is L. W. Ramsay Co., Davenport, Ia.

HOWARD A. McNEIL, staff organist of AFN and formerly organist of WIND Chicago, is on his way back to the U. S. for discharge from the Army.

DICK BROWN, Marine Corps veteran, and JIM BOWLER, with Philadelphia bureau of AP, are new additions to the announcing staff of KYW Philadelphia. HARRY KING, continuity writer, shifts to KYW from Stewart-Jordan Adv., Philadelphia.

KENNETH BENNETT is new program director of KPDN Pampa, Tex. Mr. Bennett served with 90th Division in ETO.

LINK DOUGLASS of the ABC Chicago program department is father of a girl.

ELDON CAMPBELL, program manager of KEX Portland, Ore., gave opening lecture to radio speech and production students of Extension Division of Oregon State System of Higher Education in The Dalles, Ore., presented at the invitation of KODL The Dalles. Topic was "Evaluating your Audience".

HARMON HYDE, former continuity editor of WPRO Providence, R. I., and WAAB Worcester, Mass., has joined NBC Hollywood continuity department as editor of commercial copy and regional programs.

FRANK GALEN, writer on NBC "Maxwell House Coffee Time" with George Burns and Gracie Allen, is recovering from recent major operation.

JAMES I. CHRISTIE, recently discharged from the Navy, has rejoined NBC as chief of the Brazilian section of the international division. FRANK NESBITT, also discharged from the Navy, has rejoined network as chief of the English section of the international division.

LEO KAYE, member of KDKA Pittsburgh production staff since last June and Army veteran, has resigned to freelance in radio and motion picture work in Hollywood.

WARREN M. GREENWOOD, former program director of WMAS Springfield, Mass., has joined announcing staff of WTAG Worcester, Mass.

NELSON BRAGG, known to New England listeners as "The Mayor", joins WCOP Boston Jan. 21 to conduct two half-hour programs.

LEE SAUNDERS was expected to take over new duties as program director of KGVO Missoula, Mont., last week, shifting from WCAX Burlington, Vt.

SAM KARCHOMSKY, former freelance writer for The Daily Iowan and Omaha World-Herald, has joined ABC Central Division as continuity writer. He recently was discharged from the Army where he served three years as program director, continuity head and news editor of AFRS Trinidad. He replaces HARRY HESS who has joined New York office of Esquire Magazine as associate editor assigned to cover jazz music.

WILLIAM SLOAN, CBS Hollywood producer, and Genevieve Clarke were married in Santa Barbara, Cal., Jan. 7.

ART GILMORE, with release from Navy after two and a half years' service, has returned as announcer on CBS "Dr. Christian" program.

KEN PETERS has been signed as announcer on CBS "Mayor of the Town". Noxzema Chemical Co., Baltimore, is sponsor.

BENNIE KREUGER, former director of background music and songs on NBC "Rudy Vallee Drene Show", has been named orchestra conductor for series.

STUART HAMBLEN, for 15 years m.c. of "Lucky Stars", daily hour and a quarter show of hillbilly and cowboy songs and patter on KFWB Hollywood, has resigned program duties and will retire. Participating sponsors over 15 year period include Star Outfitting Co., Los Angeles (men's clothing store), and Podolar Motors Inc., Los Angeles (used car dealer), placing through Allied Advertising Agencies, Los Angeles. CLIFF STONE, featured on show, has taken over Mr. Hamblen's duties. Program is re-titled "Western Stars".

VIC GROWE has been appointed program director of CHML Hamilton, Ont. WALLY FORD has been appointed continuity editor, and BETTY ANDERSON has joined the continuity department of CHML.

JIM HENNESSEY, announcer, has returned to KXOK St. Louis following release from the Navy. He served three years and nine months, was in Bermuda.

WILLIAM SMOOT rejoins the announcing staff of WMMN Fairmont, W. Va., after three and a half years' service in AAF.

BRADFORD F. CRANDALL Jr., writer-producer of WSB Atlanta, Ga., is father of a girl.

CHARLES T. SNYDER, released from AAF after 27 months' service, has rejoined KWBW Hutchinson, Kan., as program director. He was 8th Air Force waist-gunner on B-17 in ETO, flew 27 missions.

JAMES WALTON, WHAS Louisville, Ky., announcer, has returned to station after release from Army intelligence unit. He served three and a half years, was in ETO.

ALBERT J. DIVINE, released from Navy service, and DENNIS KELLY, formerly on the public relations staff of U. of Cincinnati, have been added to the continuity staff of WLW Cincinnati.

BEN A. HUDELSON, publicity and educational director of WOWO Fort Wayne, Ind., has been appointed special assistant to the program director in addition to his present duties.

WYNN WRIGHT, NBC national production manager, spoke in St. Louis Jan. 14 before the Webster Groves Monday Club on "Radio Drama".

BILL WARDLE with release from the Army has returned as organist on "Sunrise Salute" on KNX Hollywood.

BURLEIGH SMITH, announcer of ABC Hollywood, has joined KGFJ Los Angeles.

BENTLEY MORRIS, with release from Navy, has rejoined KFWB Hollywood as announcer.

ROBERT ANDERSON has been assigned commercial announcer on NBC "Abbot & Costello Show", with KEN NILES taking an increased part in the series.

TOM LATIMER, for three years with Navy and more recently AFRS writer-producer, has joined KMPC Hollywood as announcer. Prior to service he was with WRAL Raleigh, N. C., and WFPG Atlantic City, N. J.

LOU ESSICK, formerly with WMFD Wilmington, N. C., has joined the announcing staff of ABS. He is Army veteran, was wounded in ETO.

DON C. McNAMARA, program director of KFI Los Angeles, is conductor of general television survey course to be offered by U. of California Extension Division starting Jan. 30.

HARRY TROUSDALE, announcer, has returned to CJOR Vancouver after several years in RCAF.

PERRY COMO, singing star of Liggett & Myers Tobacco Co. "Chesterfield Supper Club" on NBC, has been appointed chairman of the male section, Radio Artists Committee, of American Cancer Society.

ADVERTISERS USE WSBT BECAUSE—

(This one's easy!)

WSBT IS THE OVERWHELMING CHOICE OF ADVERTISERS BECAUSE—

WSBT IS THE OVERWHELMING CHOICE OF LISTENERS!

Every WSBT Hooperating tells the same story—overwhelming preference for WSBT morning, noon and night. Day in, day out, it's first in coverage, first in popularity, first in influence—and, by every standard of comparison, the first choice of advertisers. Write our representatives, or us, for all the facts.

COLUMBIA NETWORK

WSBT SOUTH BEND

960 KC
1000 WATTS

Paul H. Raymer Co., National Representatives

NEWS

DARVIN L. MUELLER, known on the air as Don Lewis, has been added to the newscasting and announcing staff of WCKY Cincinnati. He has been in Midwest radio for 16 years.

STANLEY P. RICHARDSON, wartime director of NBC European staff, has been named assistant to **WILLIAM F. BROOKS,** director of news and international relations. He will leave London soon for New York where he will make his headquarters. **HENRY C. CASSIDY,** who has been in charge of the NBC Paris office, will succeed Mr. Richardson as European director, dividing his time among the leading European capitals but maintaining his Paris headquarters. **MERRILL MUELLER,** NBC war reporter, becomes manager of the network's London office. Mr. Cassidy also has been elected vice president of the Anglo-American Press Assn., marking first time organization has admitted radio newsmen as members since its start 40 years ago. **HAROLD KING** of Reuters was elected president and **THOMAS CADETT** of BBC was elected British vice president.

Mr. Richardson

DON LERCH, WEAF New York farm-program director, will attend the New Jersey Farmers Week sessions at Trenton Jan. 21-24. He will transcribe interviews with farmers attending the meeting as well as officials of U. S. and New Jersey Departments of Agriculture.

JOHN MACKENZIE, new to radio, has been named farm editor of KWG Stockton, Cal.

HAROLD FALL, a WGN Chicago news editor, has returned to the station after a month's leave.

LOU SPECTOR, publicity director of CHML Hamilton, Ont., has been named news editor of the station.

FRANK KINGDON, ABS news commentator, has been cited by Committee for the Defense of Civil and Religious Liberty in America for giving his listeners "the undistorted facts on our foreign policies and the unvarnished truth on domestic and international affairs".

BULKLEY S. GRIFFIN, Washington correspondent for WTAG Worcester, Mass., and WTHT Hartford, Conn., has been cited by the Army as civilian war correspondent "for outstanding and conspicuous service with the armed forces under difficult and hazardous conditions."

JOHN B. HUGHES, ABS Hollywood news analyst, is author of article "Is There Treasure in Your Old Trunk?", in Liberty Magazine, to be condensed in forthcoming issue of Readers Scope.

W. W. CHAPLIN, NBC roving reporter, returned to New York last week after accompanying U. S. delegation to UNO conference in London and covering opening session. En route to meeting on Queen Elizabeth he did two broadcasts, one an interview with Mrs. Eleanor Roosevelt. NBC states broadcasts were "the only news transmission of any type" from the ship and also first broadcasts from a commercial liner at sea since start of war [BROADCASTING, Jan. 7].

JAMES M. McGAFFIN, released from Army as sergeant, has returned to WOW Omaha as news reporter.

HUGH McCOY, formerly with Yankee Network, has been added to the rewrite staff of WCOP Boston news department.

KATHLEEN WILSON, Hollywood reporter and radio commentator, has been added to the staff of ABC late evening news program, "News of Tomorrow", daily 11:05-11:15 p.m.

CAMPBELL CRAWFORD, recently discharged from the Army, has rejoined WOR New York as night news editor.

BRUCE DENNIS, WGN Chicago public relations and special events director, has been awarded the Commendation Ribbon by Admiral Chester W. Nimitz for meritorious conduct in performance of his duties as officer in charge of all public information radio broadcasts during Okinawa invasion.

Correction

ELEANOR BRENDEMUHL has transferred from the control room staff to the newsroom staff of WDAY Fargo, N. D., and not KCMO Kansas City as incorrectly reported in Jan. 7 issue of BROADCASTING.

Sports Coverage

COCA-COLA Co. bottlers, Boston, Oakland, and Philadelphia, have retained the services of Scholastic Sports Institute, Ltd., New York, to arrange radio coverage of local high school basketball and football games and to issue comparative weekly ratings for all high school teams in those states. Play-by-play descriptions of games started on WHDH Boston Jan. 10; on KLX Oakland Jan. 8, and on WIBG Philadelphia Jan. 4, for weekly broadcasts.

Smith to Los Angeles

OWEN SMITH, recently discharged after three years in the air forces, has been appointed manager of the Los Angeles office of Leo Burnett Co., Chicago. Before entering the services, Mr. Smith was an account executive for the Burnett agency.

UP Elevates Two

JACK BISCO, general sales manager of United Press, and Thomas R. Curran, manager of UP South American interests, last week were elected vice presidents, Hugh Baillie, UP president, announced. At the same time he announced appointment of Robert L. Frey as executive assistant to the president, a new post. Mr. Bisco, before his promotion to general sales manager several years ago, was sales manager of UP Great Lakes Division.

WLW Service Total

DURING 1945 WLW Cincinnati contributed $475,236.75 in air time alone to public service programs, Robert E. Dunville, vice president of Crosley Corp. and WLW general manager, announced last week. Cost is exclusive of talent, production and related costs or cost of WLW overseas coverage by correspondents staff. Of total amount 72% covered originations at station and 28% represented network programs carried.

Evelyn Awarded

EVELYN, concertmistress and violinist on General Electric Co. "Hour of Charm" on NBC, will be awarded a citation by the Legion of Women Veterans of World War II for her work in USO camp shows and appearances at military hospitals at Legion's first meeting Feb. 15 at Hotel Pierre, New York. Agency for G-E program is BBDO New York.

Bond Post to Carow

LOUIS CAROW Jr., for four years public relations director of the Indiana State War Finance Committee, has been named director of advertising, press and radio of the Treasury's Savings Bond Division. He succeeds Jack Delehanty, who resigned Jan. 18 to join Albert Frank-Guenther Law, New York. Appointment follows outstanding record by Mr. Carow in Indiana, according to V. L. Clark, savings bond national director.

Helbros Expands

MUTUAL Sunday evening quiz program *Quick as a Flash*, sponsored by Helbros Watch Co., currently on 127 network stations, will expand to full network on April 7. Jan. 20 program shifted from 6-6:30 p.m. to 5:30-6 p.m. Agency, William Weintraub Co., N. Y.

MIDWEST AGENCY RE-INCORPORATED

EVANS Assoc., Chicago advertising agency, has been re-incorporated in the name of Evans Associates Co. with K. V. Reed as president of the firm.

Agency will continue in its present quarters in the Bell Bldg. and additional space will be added to accommodate recent business expansion, it was stated.

Officers of the newly incorporated firm include Mr. Reed, Everett Addoms, Robert R. Glenn and H. W. Stoetzel, vice-presidents; J. F. Selby, secretary and treasurer. The board of directors include the above officers and Kieth J. Evans, L. G. Wilcox, and Robert O. Guenther.

Founder and president of Evans Assoc. was the late Weyland H. Evans, who was accidentally killed last September.

Whether you need new users for old established products and services . . . or additional listeners for exciting 1946 product news . . . WHIO is your best bet for reaching the prosperous Dayton and Miami Valley market. You're in good company on WHIO.

NEWS: UP, INS, PA PLUS CBS' BEST.

5000 WATTS
BASIC CBS
G. P. Hollingbery Co.
Representatives
Harry E. Cummings
Southeastern Representative

WHIO
1290 ON THE DIAL
DAYTON, OHIO

SPONSORS

VERA and **BERNARD NYMAN**, owners of Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), and **FREDERICK J. SEEBURG**, general sales manager of firm, currently are on 30-day tour of eastern and mid-western markets to confer with brokers on plans for expanded distribution. **FRANK OXARART**, head of Los Angeles agency which will service account effective March 1, accompanies group in New York to complete arrangements for merchandising campaign in eastern markets.

INTERNATIONAL TELEPHONE & TELEGRAPH Corp. and its subsidiary, Federal Telephone & Radio Corp., have appointed Ruthrauff & Ryan, New York, to handle their advertising.

THE SQUIRT Co., Beverly Hills, Cal. (soft drink), plans largest promotion campaign to date. Co-operative advertising with local bottlers will include radio.

JAQUES MFG. Co., Chicago (KC Baking Powder), has appointed **GEORGE WRUCK** as vice president of sales. He formerly had been director of advertising of Consolidated Royal Chemical Co., Chicago, for two and a half years. New post involves direction of advertising and market research.

WILLARD F. PAUL, formerly Oklahoma City district sales manager of General Foods Sales Co., has been promoted to the newly created position of sales promotion manager for special coffees and Jersey Cereal products with headquarters in New York.

JOHN T. GALVIN, now on terminal leave from the army, has joined the advertising department of Casco Products Corp., Bridgeport, as copy chief.

NEIGHBORS of Woodcraft, Portland, Ore. (fraternal life insurance order), on Jan. 12 started half-hour audience participation show, "Name Your Music," on 18 NBC western stations, Sat. 4:30-5 p.m. (PST), originating at KGW Portland, Ore. Radios and recordings are awarded listeners for suggested musical numbers used. Agency, Showalter Lynch & Co., Portland.

INSPECTORS SEA FOOD Co., Long Beach, Cal. (Pismo clams) on Jan. 7 started sponsoring daily participation in combined "Housewives Potective League" and "Sunrise Salute" on KNX Hollywood. Contract 13 weeks. Agency, Glasser-Gailey & Co., Los Angeles. Pacific Press Publishing Co. (Health magazine), on Jan. 14 starts six participations weekly in those combined programs on 13-week basis. Agency, Lisle Sheldon Adv., Los Angeles.

THREE SPONSORS tied in with NBC's telecast of 82d Airborne Division victory parade in New York Jan. 12 on network's video station WNBT New York. Parade coverage itself was sponsored by Esso Marketers, through Marschalk & Pratt Co. Esso also sponsored a film review of the parade, telecast on WNBT that evening. Bulova Watch Co. sponsored time signals before and after parade, with Blow Co., New York, as agency. Botany Worsted Mills sponsored weather report preceding parade broadcast. Agency for Botany is Alfred J. Silberstein-Bert Goldsmith Inc., New York.

DAVID A. LIPTON, in the Army for 18 months and prior to that national director of advertising publicity and exploitation for Columbia Pictures, has been named executive coordinator of advertising and promotion at Universal Pictures with headquarters in Hollywood.

IRVING SETTEL, recently discharged from the Army, has returned to his former position as advertising manager of Concord Clothes Inc., New York.

HARRISON F. ANDERSON, former director of public relations for General Mills, has been appointed director of informational services of Brand Names Research Foundation, New York.

REVLON PRODUCTS Corp., New York (cosmetics), has named new shade of nail polish in honor of **HILDEGARDE**, star of Brown & Williamson Tobacco Corp.'s "Raleigh Room With Hildegarde" program on NBC. Polish, called "Hildegarde Rose", was inspired by singer's traditional presentation of roses during shows in supper clubs and on the radio, and marks first time Revlon has selected a living personality's name as a market draw. Agency for Revlon is McCann-Erickson, New York.

JOHN EICHLER BREWING Co., New York, has appointed Campbell-Ewald Co., New York, as advertising agency.

G. W. SANDS, former purchasing agent and head of production planning at Richard Hudnut, Elizabeth Arden and Pinaud, has joined Affiliated Products Inc., New York, as director of production and purchasing.

R. B. WELDINGER, former divisional sales manager of Atlantic Division of Colgate-Palmolive-Peet Co., has been appointed assistant sales manager with headquarters in Jersey City, N. J.

P. LORILLARD Co., New York (Old Golds), again this year will sponsor the Brooklyn Dodgers baseball games broadcast exclusively on WHN New York, starting in the Spring. Games will be described by Connie Desmond and Red Barber. Agency is Lennen & Mitchell, New York.

J. N. ADAMS & Co., Buffalo, N. Y., department store and heavy radio user for several years, plans complete television facilities in new 14-story $3,000,000 addition to its store. **ALVIN O. HOLDER**, president, said "The store will be adequately wired for television of various types that may be used both for news interest and the selling of merchandise." **PAUL F. McCARTHY**, Adam publicity director and an advocate of broadcast advertising, addressed NAB Executives War Conference in Chicago in 1944.

SNYDER'S FLOOR SERVICE, Los Angeles (floor refinishing service), new to radio, has started sponsoring weekly half-hour program of light classical music on KFWB Hollywood. Contract is for 52 weeks. Allied Advertising Agencies, Los Angeles, has account.

CANADIAN CANNERS, Hamilton, Ont., has started thrice-weekly announcements on a number of Canadian stations. Agency is F. H. Hayhurst Co., Toronto.

MONTGOMERY WARD & Co., Chicago, Jan. 21 started sponsoring ABS feature "George Fisher's Hollywood Whispers" locally on WIND Chicago. Contract is for 26 weeks. Agency is Foote, Cone & Belding, Chicago.

SIGNAL OIL & GAS Co., Los Angeles (gasoline), Jan. 20 sponsored play-by-play sportscast of post-season football game featuring Service All Stars and augmented Hollywood Bears on KWKW Pasadena, Cal. Agency is Barton A. Stebbins Adv., Los Angeles.

LOS ANGELES FURNITURE Co., Los Angeles (retail), has started sponsoring weekly quarter-hour record series of collector's items under title "Dusty Records" on KECA Hollywood. Contract is for 52 weeks. Agency is Lockwood-Shackelford Adv., Los Angeles.

SUNNYVALE PACKING Co., San Francisco (Rancho soups), has started sponsoring schedule of station break announcements on KNX Hollywood for 13 weeks. Ruthrauff & Ryan, San Francisco, has account.

LAYNE OPTICAL Co., San Francisco, placing direct, currently is using five-weekly spot announcement schedule on KSFO San Francisco.

SMITH & LAND, Stockton, Cal. (women's apparel shop), has started sponsoring ABC "John B. Kennedy—News" on KWG Stockton, Cal.

MILES CALIFORNIA Co., Los Angeles (Alka Seltzer), Feb. 1 renews for 11th consecutive year its twice-daily quarter-hour "Alka Seltzer Newspaper of the Air" on 39 Don Lee Pacific stations, Mon. through Sun. 10-10:15 a.m. and 9-9:15 p.m. (PST). Glenn Hardy starts 12th years as reporter on series, with Fred Shields, announcer. Wade Adv., Los Angeles, services account.

THOS. J. LIPTON Ltd., Toronto (tea), has started transcribed spot and flash announcements on a varying schedule from four to seven time daily on 47 Canadian stations. Agency is Vickers & Benson, Toronto.

WALTER ENGER has been appointed advertising manager of Electric Auto-Lite Ltd., Toronto. He was formerly an account executive of McKim Adv., Toronto, and prior to that in the sales department of H. N. Stovin & Co., radio station representative at Toronto.

CHICAGO RETAIL DRUGGISTS ASSN. is presenting Sunday half-hour program "Gratefully Yours" on WIND Chicago, as welcome to returned Chicago veterans. Program sponsor participants are makers of drug products sold in Chicago stores.

PHILCO Corp., Philadelphia (radios, refrigerators), shifted ABC Radio Hall of Fame from New York to Hollywood with Jan. 20 broadcast. Program originates from Earl Carroll's Theatre Restaurant. Featuring Paul Whiteman orchestra with Martha Tilton, vocalist, Hollywood guest stars will be spotted on weekly broadcasts. Pierson Mapes, New York executive of Hutchins Adv. Co., agency servicing Philco account, is program director, with Eddie Saulpaugh, producer. Writers include Lou Quinn, Russ McCracken, and Abe Osser. Jane Kalmus, agency publicity director, is in Hollywood for three weeks to set up campaign for series. Philco Corp. executives on hand for initial Hollywood broadcast included James Hopper Carmine, president; John Parsons, Pacific Coast advertising and publicity director; Phil Bettinger, San Francisco distributor, and Phil Gough, southern California distributor.

GENDRON CHEMICAL Co., Los Angeles (Doff-soapless suds), new to radio, in a six-week test ending in late February, is using four live spot announcements weekly on KMJ Fresno, Cal. Agency is Steller-Millar & Ebberts Adv., Los Angeles.

E. & J. GALLO WINERY, Modesto, Cal. (wines), on Jan. 14 started sponsoring an average of four transcribed spot announcements daily on nine Los Angeles area stations. List includes KECA KHJ KFWB KMPC KMTR KGFJ KRKD KFOX KWKW. Intensive national spot schedule using singing commercials against a samba musical background, is now being set up. John Freiburg & Co., Los Angeles, has the account.

BROMO SELTZER Ltd., Toronto, has started daily transcribed spot announcements on 39 Canadian stations from coast-to-coast. Agency is F. H. Hayhurst Co., Toronto.

Serving

The Third Largest Market

in the

Fourth Richest State

•

WCOL

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

NETWORK ACCOUNTS

New Business

PACIFIC FINANCE Corp., Los Angeles (loans), Jan. 17 started for 26 weeks transcribed "Theatre of Famous Radio Players" on 8 Don Lee Pacific stations, Thurs. 8-8:30 p.m. (PST). Agency: Jordan & Lo Bono Adv., Los Angeles.

RAYMOND LABS., St. Paul, Minn. (Rayve Shampoo), Dec. 30 started for 52 weeks, Jimmy Starr, film news columnist, on 39 Don Lee Pacific stations, Sun. 8:45-9 p.m. (PST). Agency: Roche, Williams & Cleary, N. Y.

UNIVERSAL MATCH Co., St. Louis, Mo. (Schutter's Candy), Feb. 3 starts "Counterspy" on ABC stations, Sun. 5:30-6 p.m. (EST). Agency is Schwimmer & Scott, Chicago.

Renewal Accounts

AMERICAN DAIRY ASSN., Chicago, Jan. 27 renews "Voice of the Dairy Farmer" on 42 NBC stations, Sun. 12-12:15 p.m. (CST). Agency: Campbell-Mithun, Chicago.

ESQUIRE Inc., Chicago, Jan. 21 renews "Coronet Front Page" on 124 ABC stations, Mon. through Fri. 9:55-10 p.m. Agency: Schwimmer & Scott, Chicago.

LEAF GUM Co., Chicago, has renewed for 52 weeks "Tin Pan Alley of the Air" on NBC Sat. 4:45-5 p.m. (CST) with repeat 5:30-5:45 p.m. Agency: The Jacobs Co., Chicago.

SUN OIL Co., Philadelphia (Sunoco motor oil), Jan. 21 renews for 52 weeks Lowell Thomas on 31 NBC stations, Mon.-Fri. 6:45-7 p.m. Agency is Roche, Williams & Cleary, Philadelphia.

Net Changes

AMERICAN IRON & STEEL INSTITUTE, New York, Jan. 23 moves "Steel Wages and Prices" on full ABC net from Mon. 10-10:15 p.m. to Wed. 10-10:15 p.m. Agency: BBDO N. Y.

WILDROOT Co., Buffalo, Jan. 25 moves "Woody Herman Show" on 185 ABC stations from Sat. 8-8:30 p.m. to Fri. 8-8:30 p.m. Agency: BBDO N. Y.

Jergens Maps Big Campaign

GREATEST ADVERTISING campaign in history of Andrew Jergens Co., Cincinnati, was outlined at West Coast sales meeting in Hollywood when Luella Parsons (standing) met Jergens sales personnel. Luncheon guests included (l to r) Virginia Mayo, screen actress; Eldon Sullivan, assistant to the president, Lennen & Mitchell, New York, Jergens agency; Miss Parsons; Mann Holiner, L&M vice president in charge of radio; Barbara Bates, screen actress. Miss Parsons is sponsored 9:15-9:30 p.m. Sundays on ABC for Woodbury Complete Beauty Cream. Jergens also sponsors Walter Winchell, 9-9:15 p.m. Sundays on ABC for Jergens' Lotion, and *Mr. and Mrs. North*, 8-8:30 p.m. Wednesdays on NBC for Woodbury Soap. Jergens radio budget is expected to be in neighborhood of $2,000,000, based on $851,622 spent with ABC in 1945 [BROADCASTING, Jan. 14]. Campaign figures not available.

PROMOTION

Personnel

JOSEPH BADGER Jr., son of **JOSEPH BADGER** of Badger & Browning, is new member of the promotion and merchandising staff of WCOP Boston. Before Navy service he was in advertising research work with Badger, Browning & Hershey, New York.

DORIS CORWITH, assistant to the manager of NBC public service department, addressed Buffalo City Federation of Women's Clubs at luncheon meeting Jan. 15 at Hotel Statler. Topic was "Radio and the Community."

SAMUEL KAUFMAN, former editor of NBC Transmitter and music editor of network, has been appointed feature editor and exploitation director. **LEONARD D. MEYERS**, former staff writer of NBC press department, has been appointed music editor. Mr. Kaufman will continue editorship of the Transmitter and Mr. Meyers will handle publicity for the NBC Symphony in addition to other musical programs.

MALCOM MACPHERSON has resigned as promotion director of WFIL Philadelphia.

EDDIE STOCK has been appointed audience promotion director of CHML Hamilton, Ont.

MARY ELLEN RYAN, West Coast publicity chief of ABS, is author of "Not Such a Silly Girl," biographical article appearing in December issue of Independent Woman magazine, published by National Federation of Business and Professional Women's Clubs.

DON DANIELSON, discharged from Army after four years' service, has returned to WBBM Chicago publicity staff.

BEATRICE FURBEND, WBBM Chicago assistant publicity director, resigned effective Jan. 11, to be married in New York City to Lt. Eli Shapiro, soon to be released from the Navy.

ALTON KASTNER, recently discharged from the Navy, has rejoined the NBC Press department as assistant magazine editor.

HELEN KING, formerly of the publicity department of WOR New York, started a series of articles on character-interpretation from handwriting in February issue of Movieland Magazine. Miss King is former president of American Graphological Society.

Invitation and Ring

PROMOTION PIECE resembling wedding invitation and with wedding ring attached has been distributed by CBS. Folder states "With this ring I thee wed. Whether from Tiffany or Woolworth, here's the ring that changes lives, just as it did the life of 'The Second Mrs. Burton,' daytime drama sponsored by General Foods on CBS, five times weekly." Agency is Benton & Bowles, New York.

Officials Queried

NEW educational type program inaugurated on WDRC Hartford, Conn., is "The Headliner's Club." A prominent local political writer interviews officials responsible for city and state government. Deviating from straight interview formula, program is conducted informally, ending up with a series of "needle questions."

News and Views

JOHN COOPER, NBC war correspondent, is m.c. of "Around the Town With John Cooper," new program on WEAF New York Tues.-Thurs. 9:45-10 p.m. News and feature stories of New York are recorded by Cooper and presented with live comment on program.

Whiteman Series

PAUL WHITEMAN and his orchestra are featured in new musical show titled "Forever Tops," which starts on ABC Jan. 21 as Monday sustaining program, 9:30-10 p.m. Song hits and anecdotes about fashions and slang of the past will be included on program.

KDB Poll

PROGRAM schedule of KDB Santa Barbara, Cal., for January contains on front page detailed story of second annual program popularity poll, comparing current ratings with those of a year ago.

'85 for 5'

COLORFUL teaser type folder has been issued by KSAN San Francisco using single theme of "A nickle buys 85 listeners." For proof of statement, suggestion is made that one write, wire or phone KSAN.

Composite Display

SPECIAL anniversary edition of The Station Break, publication of KDKA Pittsburgh, has been prepared by the Westinghouse station as a promotion piece presenting a composite display of the various publicity and promotion stories and features accorded the 25th anniversary of radio by the daily and magazine press. Survey of poster and other related activities also are reviewed.

Forum Report

BOOKLET titled "Of the people . . . By the people . . . For the people" has been prepared by WSTV Steubenville, O., reporting on the activities and participants in the weekly 1945 broadcasts of the "Steubenville Radio Forum." Public service program has been presented by WSTV and the Steubenville Kiwanis Club. Report gives chronological listing of program topics and individuals heard on each program.

Tangee Party

SALESGIRLS AND MANAGERS of drug and department stores handling Tangee products were guests at CKRC Winnipeg in connection with promotion of the transcribed half-hour program "Sammy Kaye's Tangee Time." Previews of program were heard by guests who also were conducted through station and given Tangee make-up kits and other prizes.

Talent Announcements

NATIONAL CONCERT AND ARTISTS Corp., New York, is sending out brightly colored announcements of the radio and personal appearances of its artists. Piece is headed "Hitch Your Program to a Star" and contains name of artist and time and nature of performance.

Survey Report

RADIO survey report of Robert S. Conlan & Assoc. for WHBC Canton, O., has been released in folder form. Sunday through Saturday listening figure comparisons are presented for the "Largest Single Station Market in the 48 States."

WDNC Check

REPLICA of check awarded WDNC Durham, N. C., by CBS in affiliate promotion contest has been mailed by station with letter announcing that money would be added to "already larger than usual listener-promotion budget" in order to do even a better job in 1946.

WCOP Folder

MOVE of WCOP Boston, Cowles station, to new quarters in New England Mutual Life Insurance Bldg. is being announced by station in two-color four-page promotion folder. Photos of building and facts on studios are included.

Article Reprints

AS PART of its promotion plan for "Ford Sunday Evening Hour," 8-9 p.m. on ABC, Kenyon & Eckhardt, New York, agency handling account, sent station managers reprints of feature article about show which appeared in Dec. 31 issue of Newsweek Magazine.

Don Belding Is Named Small Business Counsel

DON BELDING, board chairman of Foote, Cone & Belding, Los Angeles, has been appointed to the Small Business Advisory Committee of the Department of Commerce by Secretary Henry Wallace. Mr. Belding will represent the southwestern area on the committee which formulates Commerce Department's national program.

Discussing advertising and sales promotion, Mr. Belding will be one of the principal speakers at the marketing conference being held under auspices of the Domestic Distribution Department, U. S. Chamber of Commerce, in Sacramento, Cal., on Feb. 11.

CKEY Paper

NEW FOUR page monthly merchandising paper being issued by CKEY Toronto, to go to 5,000 Toronto merchants in drug, grocery, hardware, tobacco and similar lines is titled *The CKEV Showman*. Publication features CKEY producers and announcers handling commercial programs, biography of a merchant each month, news of programs, helpful merchandising hints and a window display contest.

When you want PITTSBURGH
I'M THE GUY
Considering Cost and Coverage
YOUR VERY BEST BUY!
(Basic Mutual—1410 KC—1000W)

ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.

BUFFALO'S GREATEST REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S AMERICAN BROADCASTING COMPANY STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO NEW YORK
National Representative FREE & PETERS INC

AGENCIES

FRANK MINEHAN, for past 14 years with Lever Bros., Boston, as media director, has joined Pedlar & Ryan, New York, as media director succeeding **ED BAUMILLER** who resigned to join Metropolitan Sunday News.

ROBERT M. JENOVE, after serving 28 months overseas with the Army, has rejoined the media department of Donahue & Coe, New York.

RICHARD M. FANNING has been appointed merchandising director of Erwin, Wasey Co., Seattle, Wash. Mr. Fanning has been director of food merchandising and trade relations for WLW Cincinnati. He formerly had been with Andrew Jergans Co. and Thomas J. Lipton Co. as district manager.

Mr. Fanning

JACK L. SUGG, released from the Navy as lieutenant, has joined the Portland, Ore., staff of MacWilkins, Cole & Weber. He will handle copy and account work. He previously had been in insurance sales and merchandising field.

JAMES RANKIN, for three and a half years with AAF and released as captain, has returned to McCann-Erickson, New York, as assistant account executive.

JULIUS JOSEPH Jr. has resumed his duties as media director of Franklin Bruck Adv., New York, following 46 months' service in armed forces.

GEORGE E. BLISS, for 17 years with J. Walter Thompson Co. and BBDO New York, has joined the executive staff of Donahue & Coe, New York.

HAROLD D. FRAZEE, recently chief of special promotion division of OWI and prior to that president of Applied Merchandising Co., New York, has joined Abbott Kimball Co., New York, in an executive capacity.

MELVIN E. BACH, formerly with Scheck Adv., New York, has become a partner of Alfred F. Tokar Adv., Newark, N. J.

CAPT. ROGER N. PETERSON, after serving with the Army Air Forces, has rejoined the copy and account staff of Peterson & Kempner, N. Y.

W. R. STUHLER, vice president in charge of radio for Ted Bates Inc., New York, and formerly associate advertising manager of General Foods Corp., has been appointed vice president in charge of radio for LaRoche & Ellis, New York, effective Feb. 1. Mr. Stuhler has been with advertising agencies for 16 years. He is onetime radio director of Young & Rubicam.

EARL M. HOFF, recently relieved from active duty in the Army as a major, has joined the publicity department of N. W. Ayer & Son, Philadelphia. Mr. Hoff served in the public relations section of General Douglas MacArthur's headquarters.

CARLO DE ANGELO, radio director of McCann-Erickson, New York, is negotiating for late spring production of Neil Shipman's new play titled "World Without End" which will mark return of Mr. De Angelo to legitimate theatre world after a prolonged absence.

DANIEL E. LEWITT, owner of Danning Assoc., New York, is now directing activities of the retail promotion division of the Greenfield-Burstin Adv., New York.

SGT. HAROLD MARSHALL, discharged from the Army after two years of service, has resumed his post as president of the Harold Marshall Adv. Co., New York.

WILLIAM LEE, released from the Navy as lieutenant commander after service of three and a half years, has rejoined the Los Angeles office of McCann-Erickson. He previously had been account executive, will now head food accounts service group in Los Angeles office. Part of Navy duty was spent in South Pacific and Caribbean.

JACK ROCHE, director at Young & Rubicam, New York, has resigned to freelance. He will direct new Abe Burrows show for Blow Co., New York.

HARRY INGRAM, former director on "Kate Smith Show" for Young & Rubicam, New York, has joined Foote, Cone & Belding, New York, as producer-director. He will supervise "Readers Digest" show, sponsored by Hall Bros. on CBS.

FRED (CHUCK) LOGAN, out of Marines, has been appointed special administrative assistant to **STUART DAWSON,** radio director, Foote, Cone & Belding, Chicago. Before war Mr. Logan was CBS special events chief five years, then with Cowles newspapers and stations.

ED HELWICK, with release from AAF after three and a half years service, has returned to J. Walter Thompson Co., Hollywood, writing staff, and is assigned to CBS "Bob Crosby Show."

GEROLD K. LAUCK, executive vice president of N. W. Ayer & Son Inc.; **H. L. McCLINTON,** agency vice president in charge of radio; **PHIL YOUNG** and **HELEN WHITMORE** of radio commercial copy department, currently are conferring with Hollywood executives as well as West Coast clients on Spring plans.

EDWARD LOVETON, former account executive of KMPC Hollywood and KOY Phoenix, Ariz., and prior to that with Benton & Bowles, has joined John Freiburg & Co., Los Angeles agency, as timebuyer.

RAYMOND J. FRISCH, released as major from active Army service after four years and three months and prior to that with Blow Co., New York, has been appointed vice president of Bruce, Richards Corp., New York.

G. C. STANLEY has been appointed public relations director of J. Walter Thompson Co., Toronto. He was formerly with Earl Newsom & Co., New York.

CLAIR CALLIHAN Jr., former chief announcer at KSD St. Louis, has joined the radio department of Olian Adv., Chicago. He has been Navy lieutenant.

MELVILLE SMITH and **KEN KEAN** have become partners in firm of James G. Lamb Adv., Philadelphia. Firm name changes to Lamb, Smith & Kean.

EDWARD S. TWARDY, formerly with UP, New York, has joined Geare-Marston Adv., Philadelphia, in charge of the Pennsylvania Salt Mfg. Co. public relations account.

JULES VERNICK becomes a partner in Packard Adv., Philadelphia, which is operated by his brother, **M. MURRAY VERNICK.**

HENDRIK BOORAEM, recently released from Navy as lieutenant and assistant director of American Forces Network in ETO, has returned to the U. S. He is expected to rejoin Hollywood office of Young & Rubicam in an executive radio capacity.

ROBERT BLOOMFIELD, radio director of E. L. Brown Adv., Philadelphia, is father of a boy.

FRANK R. STEEL, for several years with WBBM Chicago and CBS and onetime vice president of Critchfield & Co., Chicago, has joined Presba, Fellers & Presba, Chicago.

JOHN STOEHRER has been named art director of Benton & Bowles, New York. He formerly was with Blow Co.

ARTHUR A. BAILEY has been released from armed forces and has returned to former post as vice president and general manager of Ward Wheelock Co., Philadelphia.

RICHARD W. BATTAN, released from the Navy as lieutenant, has joined Export Adv., New York.

BOYD CO. Inc., with merger of Fritz & Davis and Boyd Co., Los Angeles agencies, in early January, now maintains headquarters at 607 South Hill St. Telephone, Trinity 6085.

PHILIP FARNSWORTH, released from Navy and once head of his own San Francisco advertising agency, has joined Abbott-Kimball Co. as San Francisco manager.

DAN BONFIGLI, formerly head of his own art agency, has joined Garfield & Guild, San Francisco, as art director. **DAN McFADDEN,** out of Navy and formerly with Foote, Cone & Belding, Chicago, has been added to G&G art staff.

RUSSELL PIERCE has been appointed office manager and chairman of the plans board for J. Walter Thompson Co., San Francisco.

CLARK PETTIT, released from Navy and prior to service with Brisacher, Van Norden & Staff, has joined Knollin Adv., San Francisco.

BERNARD HAVEFORD, former night production manager of WINS New York, has been appointed radio director of William Sare Adv., New York.

R. B. PATTINSON, former Toronto manager of J. J. Gibbons Ltd., has been appointed vice president and assistant general manager of the agency.

MAPPING OUT strategy for 1946, executive staff of Frank Oxarart Co., Los Angeles agency, represent veteran as well as professional point of view. Surrounding Frank Oxarart (seated), agency head, are (l to r) W. W. (Bill) Harvey, account executive; Bill Larkin, research and survey director; Caroline Robbins, industrial and public relations director; Ernest Michel, media director.

Clark Sick

GEORGE CLARK, account executive in Mutual's Chicago office, is confined in the Geneva (Ill.) hospital with "strep" throat. His condition is listed as "recovering".

Callihan to Olian

LT. CLAIR C. CALLIHAN Jr., USNR, former chief announcer of KSD has joined the radio department of Olian Advertising Co., Chicago, as contact man and account executive.

Lieber Back

SGT. LESLIE LIEBER, former co-partner of Davis & Lieber, New York publicity firm, and associated with publicity department of CBS, and recently head of AFN public relations department, has returned to this country and is awaiting Army discharge.

ALLIED ARTS

KAHN & CARLSEN RADIO PRODUCTIONS, new live program packaging firm, has been organized with headquarters at 6119 Selma Ave., Hollywood. Telephone is Hempstead 1394. Firm is headed by **ROBERT D. CARLSEN**, former assistant sales manager of KARM Fresno, Cal., and more recently radio director of Helen R. Girvin Agency, Los Angeles, and **FRANK R. KAHN**, formerly with San Francisco advertising agencies. **GUY W. BROWN**, former commercial manager of KTFI Twin Falls, Ida., is sales manager.

E. H. FRITSCHEL has been named manager of sales of the tube division of General Electric Co. Electronics Dept. He formerly had been sales manager of transmitting tubes and has been with GE since 1926.

Mr. Fritschel

SCOTT CUNNINGHAM has resigned as assistant promotion manager of McCall Patterns Division of McCall Corp., New York, to specialize in production of radio promotions for nationally advertised merchandise sold through department stores. He will continue planning and direction of McCall Pattern's radio promotional campaigns.

FRANK ARTHUR, West Coast sportscaster, has been appointed head of the broadcast production section of Sports Features, new sports production and publicity organization opened at 2030 Broadway, Oakland, Cal.

RADIO DIRECTOR'S GUILD in New York last week ratified its national constitution. Constitution will be voted upon next by Chicago and West Coast branches.

CARLOS V. del MERCADO has been appointed assistant sales manager of Majestic Radio & Television Corp. Mr. del Mercado has been in radio for nearly 20 years and for seven years has been Majestic export manager.

ELLIOTT-HAYNES Ltd., Toronto and Montreal, Canadian research firm, is adding a monthly national radio rating report starting this month and containing both daytime and evening programs. Individual monthly daytime and evening reports are now issued. The new national report will be tabulated from samples in 15 key cities every month instead of four key cities in the present report, will include late evening and Sunday afternoon programs, and will give regional as well as national ratings for each program. Report also will show audience availability by listing proportion of people at home and listening during broadcast, sponsor identification analysis under "correct", "incorrect" and "don't know" headings, and audience composition report on number of men, women and children in each home listening to program.

ARTHUR FREEMAN, co-founder and former president of Einson-Freeman Co., has joined Cine-Television Studios, New York, as vice president in charge of the intra-store division. He will work with **FRANCES SHATTUCK**, Cine-Television merchandise and fashion manager, in directing the division.

LT. COL. DAVID MACKAY, on inactive status in Army and currently handling legal affairs for new Glenn Miller band, Feb. 24 is to receive the Most Excellent Order of the British Empire, degree of Officer, granted by King George VI. Col. Mackay, a member of New York firm of Poletti, Diamond, Rabin, Freidin & Mackay, spent three years with General Army Staff Corps and Office of Joint Chiefs Staff in Washington. He also performed special duty on communications in ETO.

MILTON R. RACHMIL, secretary-treasurer of Decca Records Inc., New York, and **BUD JOHNSTON**, head of electroplating department, are in Hollywood to supervise installation of new presses at West Coast headquarters. Electroplating department is to be one of largest in U. S. **DICK QUARG** with Army discharge has resumed duties as San Francisco branch manager of Decca Records.

ALFRED A. DOWERS, former electronics engineer with the Navy Dept. and district manager of the Mountain States territory for National Union Radio Corp., Newark, has been appointed district manager of the northern California territory for J. W. Marsh Co., Los Angeles, National Union representative for the West Coast.

BURTON R. COLE, effective Jan. 15, becomes communications sales manager for Graybar Electric Co. at firm's executive headquarters, New York. With Army Signal Corps from 1942 to 1945, he formerly was manager of the lamp lighting and supply departments in Seattle territory. **S. V. REISS** has joined Graybar as manager of commercial research, a new post. He is former director of research of Grocery Mfrs. Information Council.

AL JARVIS, m.c. and originator of "Make Believe Ballroom", nightly recorded musical series on KFWB Hollywood, and **FRANK JANSEN**, Los Angeles broker and insurance representative, have formed a partnership and will establish Southern California chain of 16 record and music stores. With Mr. Jarvis as president and Mr. Jansen named vice president and general manager, firm will be known as Make Believe Ballroom Music Halls. Pair already own two record shops in Hollywood area.

GARY CARTER & ASSOC., newly formed company to handle Canadian transcribed program "The Happy Gang", has opened offices at 67 W. 44th St., New York, subletting space from Charles Michelson Inc. **GARRY CARTER** starts coast-to-coast sales trip for his show on Feb. 15. Sales staff of both companies will carry full line of programs of both organizations.

DANN CARR, radio director of Vickers & Benson, Toronto, has resigned to become general manager of the newly formed National Radio Productions, Toronto.

BASTIAN M. STOL has been appointed by Philco International Corp. as territorial sales representative to supervise distribution of Philco products in Europe. He had formerly been with Philco representative in Holland and in South America.

FREDERIC W. ZIV Co., New York, has announced placement of weekly half-hour transcribed series "Boston Blackie" on WPAG KWK WMC WRAL.

CHARLES MICHELSON Inc., New York, has placed "The Avenger", half-hour transcribed mystery series, on WNAC Boston and WIND Chicago.

CAPITAL RECORDS Inc., Hollywood, is setting up a transcription division and will specialize in transcribed musical library service. **WALTER DAVIDSON**, formerly with NBC New York, will head national sales division for firm. **WALTER RIVERS**, released from Marine Corps as major, has been appointed New York representative for Capital.

HENRY JAFFEE of Jaffee & Jaffee, New York, attorneys, counsel for AFRA, has left for a month's stay on the West Coast.

GET YOUR DUCATS, boys, says Alan Young (center), m.c. of the ABC "Alan Young Show" now coming out of Hollywood. Ducat takers are (l to r): Dick Fehr, publicity director, Doherty, Clifford & Shenfield; Chet MacCracken, agency radio director; Young; Hayward Wheeler, Bristol-Myers; Don Searle, ABC Western Division v-p. The program shifted to Hollywood origination with Jan. 8 broadcast.

Canada to Suppress Radio Interference

INTERFERENCE FROM electromedical apparatus and unlicensed radio frequency generators to AM, FM and television receivers has to be suppressed throughout Canada by January 1, 1948, the Radio Branch, Department of Transport, Ottawa, has announced in new circulars to manufacturers of such equipment and the medical fraternity. Where interference is caused to essential services, as radio for air services, interference must be suppressed at once or the use of equipment causing the interference must be stopped until suppressors are installed.

Materials Available

Canada has for many years been fighting man-made static on all radio channels, and especially on broadcast bands. The Canada Radio Act 1938, has teeth in it for compelling the use of equipment which will stop interference on all radio channels by high-frequency machines of all kinds, as well as more common causes of interference including heating pads, electric signs, leaky transmission transformers, etc. The war intervened before manufacturers could produce sufficient suppression equipment or modify their equipment with suppressors.

Now that materials are starting to again be available, the Department of Transport has been in consultation with the Canadian Standards Assn. and electrical equipment manufacturers of all types.

Users of electrical equipment causing interference on any radio channels after Jan. 1, 1948, can be heavily fined under the Canada Radio Act 1938. Users of such equipment are being warned now and referred to the Department of Transport's radio inspectors for data on how to stop their equipment from causing interference on all radio channels.

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representative FREE & PETERS INC

TECHNICAL

CHARLES JEFFERS, technical director of WOAI San Antonio, Tex., has returned to the station after three years' service with OWI. With that agency he was chief of the engineering division of the Overseas Branch, Communications Facilities. Organization installed 22 new international shortwave transmitters of 50 kw or greater in the U. S. Under his supervision the division also purchased equipment and furnished engineers to install a number of transmitters overseas. WOAI recently refiled application to increase power from 50 kw to 750 kw on 1200 kc [BROADCASTING, Jan. 7].

A. C. SPARLING, chief engineer of KGA Spokane, Wash., has returned to the station following release as major from active duty with Army Signal Corps. He entered Army in May 1943, was subsequently assigned to North Africa. He was injured in Italy and hospitalized in France, returning to U. S. in Oct. 1945.

Mr. Sparling

NEAL BENJAMIN MILNES has been appointed property and maintenance manager for the five local plants of Hoffman Radio Corp., Los Angeles. He fills vacancy left by **CHARLES WALROD,** during war superintendent of plant protection and maintenance and who now has returned to former post as assistant manager of local movie studio.

CHARLES A. KIBLING, WOR engineer who returned to the station in October after three years as major in the Signal Corps, has been awarded the Bronze Star "For meritorious achievement . . . for the successful functioning of the joint Army-Navy communication activities in the field of radio."

MELBOURNE SCHULTZ, from WIND Chicago; **CARL ANDERSON,** WAAF Chicago, and **JOHN HOUSLER,** formerly with OWI, are new additions to the engineering staff of WGN Chicago.

COLIN RUTLEDGE, recently discharged from Royal Canadian Navy, has been appointed chief operator of CHML Hamilton, Ont.

MICHAEL CHUCKRAY, control engineer of KXOK St. Louis, has returned to the station after three years and ten months as Navy chief radio technician in South Pacific.

HUGH F. ABFALTER, formerly with NBC Chicago as studio field engineer and during the war representative with the Navy for Hazeltin Electronics Corp., has joined the engineering staff of ABS.

TED KOBEL, released from the Army after three years' service, part of which was in China-Burma theatre, has returned to the engineering staff of WHTD Hartford, Conn. **CAPT. FELIX BON VOULOIR,** on terminal leave from the Army after four years duty, expects to return to the technical staff of WHTD. He formerly had been attached to Radio Luxembourg.

FRANK NEWSMITH and **ALBERT GILBEAU,** with release from Navy, have rejoined KWG Stockton, Cal., engineering staff.

FRANK GOODSON, engineer of KXLA Pasadena, Cal., has been named studio supervisor.

RALPH KETTERER, released from the Signal Corps as captain and former chief engineer of Radio Frankfurt, Germany, has returned to the engineering staff of WWSW Pittsburgh. **MAC MACFARLAND,** WWSW control operator, has returned to station after service with Navy as radio electrician. He saw duty in Pacific.

PAUL M. REYLING has been appointed manager of production and engineering of Freeland & Olschner Products Inc., New Orleans, maker and rebuilder of transmitting tubes. In new position he will manage New Orleans plant and supervise F&O tube development projects. During war he was with Tennessee Eastman Corp. as senior engineer in charge of all phases of vacuum tube program for Oak Ridge Atomic Bomb Project. He previously had been with Federal Telephone & Radio Corp., Clifton, N. J., in charge of development and production of large vacuum tubes. **HOWARD S. FRAZIER,** former director of engineering of NAB and vice chairman of RTPB, was elected F&O vice president at December annual meeting of stockholders. Mr. Frazier is now radio management consultant in Washington for stations and makers of broadcast equipment.

Mr. Reyling

HARRY L. BROWN returns to engineering staff of WSB Atlanta, Ga., after service of five years in Army Signal Corps in Africa, Sicily, Italy and Japan. He was released as lieutenant colonel.

PROGRAMS

VACATIONS tailored to suit each taste are discussed in new department of weekly quarter-hour series "Hobby Hours" on KECA Hollywood. Included are prices of trips to various resorts within southern California radius, train arrivals and departures, most attractive and least expensive hotels, as well as sports offered. Entz & Rucker Hardware Co., Los Angeles, is sponsor, with placement through Welch Adv., Los Angeles.

New Sports Twist

SPORTS PROGRAM idea designed to appeal to audience that normally does not listen to sports programs has been conceived by Jack Rubin, production manager of Wolf Assoc., New York, radio package organization. Show is as yet untitled but is to include Sportswriters Grantland Rice, Frank Graham, Alf Daley and Leonard Cohen.

KMTR Sketches

UNDER auspices of Los Angeles City Recreation Department, new sequence of weekly "American Storybook" programs started on KMTR Hollywood Jan. 19. Designed for young people, series is based on little known incidents from lives of famous persons.

Housing Information

LATEST news and developments on housing and building will compose the format of a new series of programs starting Jan. 21 on WLIB Brooklyn. Titled "Report on Housing", program is heard Mon. 2:15 p.m.

Shoppers' Guide

AUDIENCE - PARTICIPATION program started on KSL Salt Lake City is "Window Shoppers' Guide", aired five-weekly in mid-afternoon period. Gifts of merchandise are awarded by sponsors to gag-contest winners.

Juvenile Swing

SATURDAY afternoon studio audience program for teen-age group is being presented by KROW Oakland, Cal., titled "Swing Set Club". Aired 1-3 p.m. program includes interviews and quiz period.

Breakfast Series

TWICE WEEKLY audience participation program started on WTAG Worcester, Mass., in Tuesday-Thursday morning half-hour period is "Breakfast Party at the Baroque Room", originating from local Hotel Sheraton. Prizes are awarded participants.

New ABC Comedy

SET against background of mythical diner, five-weekly half-hour situation comedy series, "Jimmy Gleason's Diner", starts on ABC stations Jan. 21. Co-starring the stage and screen comedian and his wife, Lucile Gleason, program will include occasional Hollywood guest stars. Bill Danch is assigned writer, with Art Daly, producer. Basil Adams is musical director.

Brides To Be

DISTINGUISHED women citizens who are about to be married are honored on new series sponsored on WLAW Lawrence, Mass., by Art-Tex Shop, Methuen, Mass. Titled "Bride of the Week", weekly program presents each prospective bride with a merchandise gift from sponsor.

Life Stories

IN COOPERATION with radio department of Indiana U., WOWO Fort Wayne, Ind., has started new weekly series of programs titled "Indiana Presents", dramatizing life story of a native son who has made notable contribution to fields of science or invention.

Identification

WEEKLY program sponsored on CJOR Vancouver, B. C., by Glow'Day Plastics, Vancouver, is titled "The Mystery Girl", which gives description of a "mystery girl" spotted in a local department store. Listeners identifying girl are awarded merchandise prizes. Girl and store are changed each week.

Success Stories

STORIES OF news carriers who have grown up to hold important positions in the life of Vancouver are featured on a new series on CJOR Vancouver, sponsored by the Vancouver Sun, daily newspaper. Recruiting more news carriers is aim of program, "Good Citizens of the Future".

ARC Series

AMERICAN RED CROSS is presenting "To Win the Peace" series of programs on ABS, Thurs. 8:05-8:30 p.m., originating from WWDC Washington. Program features transcriptions made by Joe Julian, ARC field representative, while on duty in Far East.

Mystery Series

MYSTERY show, "I Deal in Crime", featuring William Gargan as sleuth, starts Jan. 21 on ABC as weekly Mon. 9-9:30 p.m. program.

MBS Drama

UNIQUE dramatic series including family stories, romantic comedy, adventure and character plays started on Mutual Jan. 17 as Thursday broadcast, 8-8:30 p.m. Program is titled "One Night Stand".

Concert Series

CLEVELAND ORCHESTRA Jan. 12 started series of 13 weekly one-hour dinner-time programs on Mutual, originating via WHK Cleveland. Series is sponsored by Cleveland Sesquicentennial Commission.

CBS Western Series

WESTERN song and comedy show "Night Time on the Trail" started on CBS Jan. 14 in Mon. 12:05-12:30 a.m. period. Occasional guest entertainers appear in addition to regular cast.

Universal Prepares

UNIVERSAL BROADCASTING Co., will formally open its Hollywood headquarters within the next few weeks, according to Ed. J. Broman, general manager of the network which comprises KXLA Pasadena, KSFO San Francisco and KXA Seattle. Firm expects to enter the packaging business and is spending more than a quarter million dollars to furnish and equip studios located at 6757 Hollywood Blvd. Robert Reichenbach is in charge of the recording division.

Coleson Trip

ROBERT C. COLESON, manager of newly established NAB Hollywood office, will meet with national executives of that association in Washington for several weeks during early February. Besides familiarizing himself with new duties, Mr. Coleson will confer with Justin Miller, NAB president.

Returns to WOL

STEPHEN J. McCORMICK, released from the Army as major, has returned to announcing staff of WOL Washington. In 1940 while describing first draft lottery, his own name was drawn during first minute of proceedings. He served 18 months in Western Pacific, participating in Saipan assault.

No Cab would be CAUGHT WITHOUT ONE!

Canton cabs are not equipped with radio . . . but WHBC rides with every one. City-wide coverage reminds Canton listeners that WHBC is always on the job. WHBC gives one-station service to the 59th metropolitan area, claims local loyalty and proves it with results from Conlan October - November 1945 Telephone Survey. Want facts? We'll send 'em promptly!

1000 WATTS FULL TIME

CANTON • OHIO

whbc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH Co.

BRIEFING the Cycle twins, Mega and Kilo, for their flight back to Louisville, is Neville Miller, Washington radio attorney and former NAB president. Pigeons were brought to Washington to beat the communications strike, while their keepers, W. Lee Coulson, manager of WHAS Louisville, (left) and Orrin W. Towner, chief engineer, (right) attended FCC hearings. That's Mega at left, Kilo at right. Or vice versa.

RUNYON AND GIBSON TO MCA RADIO STAFF

JACK RUNYON, nationally known in radio and advertising, and Dick Gibson, formerly of Ruthrauff & Ryan, have joined the radio division of Music Corporation of America, Beverly Hills, Cal., as contact men.

In addition to handling firm's clients for radio, they will also work on package programs. Mr. Runyon retains his interests in Runyon & Guggenheim Enterprises, recently organized Hollywood firm specializing in radio and television production which will be operated by Robert Guggenheim, Jr. Mr. Runyon, during war years was director of radio for Coordinator of Inter-American Affairs, Hollywood. Prior to that he was New York radio director of Ted Bates Inc. and Buchanan & Co. For 13 years he headed radio department of Lord & Thomas.

Mr. Gibson was with Ruthrauff & Ryan, New York and Hollywood radio department for many years, and succeeds Joe Donahue who resigned from MCA to establish his own advertising agency representation service, specializing in radio production.

WILL ROLAND, formerly with U. S. Psychological Warfare in England, has joined CBS as a producer of variety programs.

KEN CURTO, recently discharged from the Navy where he was with KNTH Midway Islands, has rejoined WPRO Providence, R. I., as announcer.

NORMA RICHARDS, director of women's activities of WSPD Toledo, O., has been appointed interim acting treasurer of NAB's Association of Women Directors by **DOROTHY LEWIS**, NAB coordinator of listener activities. She succeeds **BARBARA BATES**, WOW Omaha, resigned.

GUEST conductors of Boston Symphony Orchestra broadcasts, sponsored by Allis-Chalmers Mfg. Co., Milwaukee, on ABC, Sat. 9:30-10:30 p.m., will include Igor Stravinsky Feb. 23 in presentation for first time on radio of his revision of "Fire Bird Suite", and Leonard Bernstein, young American composer-conductor, on March 2. Agency is Compton Adv., New York.

Hope Ranks First In Evening Rating

BOB HOPE ranked highest on the list of the first 15 evening network ratings in a C. E. Hooper report for Jan. 15. *Fibber McGee and Molly* were second and *Radio Theater* third.

Hooper reported that for period studied the average evening audience rating was 10.3, up 0.1 from the last report, no change from the same period a year ago. Average evening sets-in-use was 32.8, or 0.1 more than last report and 0.1 less than a year ago. Average available audience was 81.3, same as last report and up 1.3 from same period a year ago.

Tabulation of First 15

Tabulations of the first 15 programs were *Bob Hope*, 31.2; *Fibber McGee and Molly*, 30.9; *Radio Theater*, 27.4; *Charlie McCarthy*, 26.8; Fred Allen, 25; Jack Benny (including second broadcast on Pacific Coast, 24.9; Red Skelton (computed rating), 24.8; *Mr. District Attorney*, 21.6; *Eddie Cantor*, 20.9; *Screen Guild Players*, 20.5; *Jack Haley Show*, 20.2; *Take It Or Leave It*, 19.2; *Music Hall*, 18.6; *Bandwagon*, 18.3, and *Walter Winchell* (including second broadcast on Pacific Coast), 17.8.

At the same time, Hooper released again its report on radio listening issued 10 years ago. In 1936 the first 15 were:

Major Bowes, 38.4; Rudy Vallee, 26.9; *Burns and Allen*, 25.8; Jack Benny, 25.7; *Amos and Andy*, 21.4; *Show Boat*, 21; Fred Allen, 20.9; *March of Time*, 19.1; Fred Waring, 18.7; *Walter Winchell*, 17.8 (his same rating for Jan. 15, this year); *Shell Chateau*, 17.8; *First Nighter*, 17.4; *Radio Theater*, 16.9; *Believe It or Not*, 15.5; *Bing Crosby*, 15.3.

NBC Tests 'Easy Money' For Sales Possibilities

NBC's Chicago Division began a "new experiment in sales approach" Jan. 12, with a three-week's sustaining test of *Easy Money*, half-hour dramatic show which has been aired locally for the past 44 weeks.

NBC's sales executives decided to broadcast the program Saturdays, 6:30-7:00 p.m. CST., in order to reach the greatest number of potential sponsors as well as to test its audience reaction.

Easy Money features racket exposes by an ex-magician turned detective. Lead is taken by Willard Waterman, with Art Jacobson directing.

WIND WILL MOVE TO NEW QUARTERS

STUDIOS and facilities of WIND Chicago, now at 230 N. Michigan Ave., will be moved to the second and third floors of building at 203 N. Wabash, Ralph Atlass, president and general manager, said last week.

Transmitters for AM, FM and television will be located in the Lincoln Tower, which was leased several months ago by Mr. Atlass.

Approximately 13,000 feet of floor space in the new building will house studios for AM, FM and eventually television, Mr. Atlass said. Move will be made sometime next summer.

Churchill Returns

HAROLD B. CHURCHILL, after 44 months service with AAF, has returned to Donahue & Co., New York, as assistant account executive.

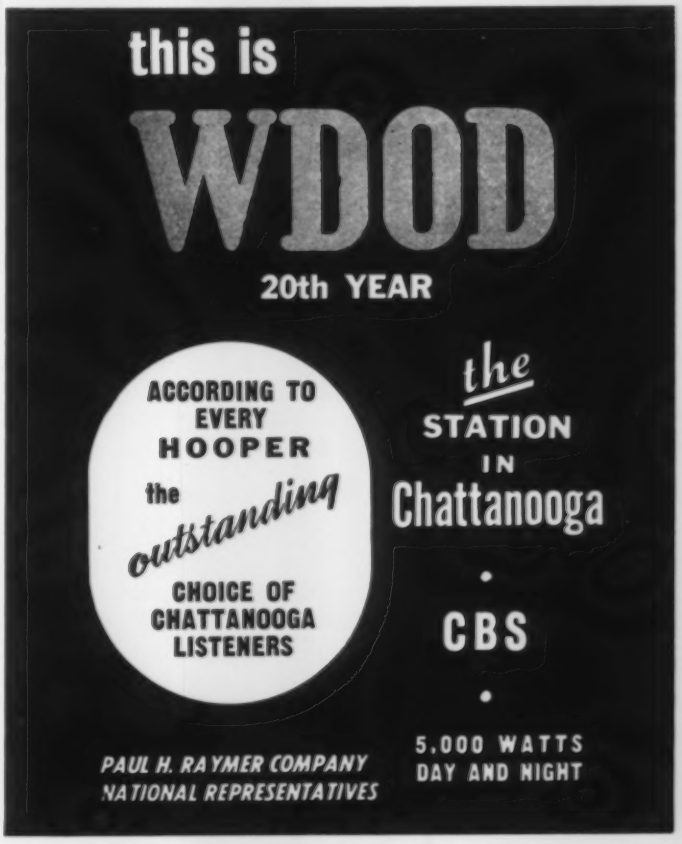
GUNZENDORFER NEW KROW SALES HEAD

WILTON GUNZENDORFER, commercial and assistant general manager of KROW Oakland, has been appointed station manager. Sheldon F. Sackett, president announced last week. Mr. Gunzendorfer succeeds Philip G. Lasky, former vice president and general manager who disposed of his stock interests to Mr. Sackett and retired as general manager on Dec. 31 [BROADCASTING, Jan. 7]. Concurrent with appointment, Mr. Sackett assumed duties as station general manager.

Mr. Gunzendorfer

Well known in Pacific Coast radio for the past 17 years, Mr. Gunzendorfer, before joining KROW, was commercial and station manager of KSFO San Francisco. Prior to that he was for six years general manager of KSRO Santa Rosa, Cal. For several years before assuming KSRO post, he was with Don Lee Broadcasting System in San Francisco and Hollywood. He has handled numerous consultant assignments in radio, and presently is a member of the radio faculty of U. of California Extension Division, Berkeley.

AL SACK, Hollywood musical director of CBS "The Beulah Show," has been appointed national musical director of Black & White Record Co. (record mfgr.), in charge of artists, musical selections, planning of releases and general supervision of records made in New York, Chicago and Hollywood.



AFRS

(*Continued from page 42*)

broadcasting their 151 separate weekly AFRS programs from Los Angeles. Girdling the world further east from the Persian Gulf the global network of AFRS spans the Arabian Sea into India, Burma and China. Station list includes VU2ZY New Delhi, VU2ZX Karachi, VU2ZW Agra, VU2ZU Calcutta, VU2ZV Chabua, VU2ZN Ledo, VU2ZJ Tezgaon, XMHA Shanghai, XNEW Kunming, XONE Pekin, XBOR Tientsin, XABU Tsingtao, XUSE Chungking, XJOY Chengtu.

"Other important links in the global network of AFRS still bring daily American radio entertainment and information to armed forces of the United States in Bermuda, the Canal Zone, Puerto Rico, Trinidad, Brazil, Cuba, Newfoundland, Greenland, Iceland, Labrador and Ascension Island.

"In addition this coverage is supplemented by 28 foreign-owned government or private radio stations who donate a portion of their broadcast hours to AFRS for American forces in the vicinity. And, finally, there are 111 hospitals within the United States, treating war casualties, who have joined the 'Bedside Network' of Armed Forces Radio Service. Each hospital is receiving weekly transcriptions of the special programs prepared for overseas listeners by AFRS. Elaborate sound systems are being installed in coordination with AFRS technical and programming experts."

RCA EMPLOYES FILE NOTICES OF DISPUTE

STRIKE NOTICES were filed with the Labor Dept. Jan. 8 by two CIO unions on behalf of members employed in the RCA-Victor manufacturing plant at Camden. Submitted by locals of United Electrical, Radio and Machine Workers and International Federation of Architects, Engineers, Chemists and Technicians, they list wages and "various other items" as points of dispute.

Labor Dept. officials noted that no more strike votes are being taken but that the Smith-Connally Act requirement for a 30-day cooling-off period after the filing of the notice is still effective. Strikes before that time would constitute a violation of the Act, they said.

Meanwhile, at UE Washington headquarters, officials said negotiations between their union, representing 7,412 employes of the plant, and the company were continuing but that they were not at liberty to reveal terms being discussed. Asked about the strike vote petition, they said that with the discontinuance of strike votes they do not intend to file.

CLEVELAND AUDIENCE NEWS FOR SPOT TIME BUYERS

Leaving out all network shows . . . and measuring all other daytime, 8:00 to 6:00, Monday thru Friday audiences . . . WJW has a total of more metropolitan Cleveland listeners than any other station.

On the average per quarter hour, WJW has 37% to 80% more listeners than any other regional station.

Ask us (or Headley-Reed) to prove these figures.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

AFRS JAPAN NET IN FULL SWING

Experienced Radiomen Staff 18 Stations Throughout Japan and Korea

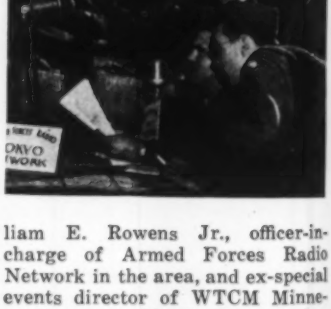
STARTING as a 7-station hook-up with a staff that moved in with the initial landing troops, Armed Forces Radio Network in Japan and Korea has grown to 18 stations.

Rounding out the 16½ hour network schedule, are many live shows produced locally by the network and local station staffs featuring GI talent. Among these are *On the Air*, half-hour variety show with talent from the 97th Infantry Division; Fifth Air Force's *Grounded Gadgets* musical program; weekly quiz *Date With Your State*, aired from American Red Cross Club in Tokyo; and *Bylines*, presenting by-line correspondents now in Japan.

First AFRS station in Japan was WVTR which took over the facilities used by the former Radio Tokyo, Station JOAK. It is a 50,000 watter, serving the Tokyo-Yokohama area and in addition feeds programs to the members of the network from 6:30 a.m. to 11 p.m.

Supervising, reporting and producing the music, comedy, drama, sports and special events shows which go out over Japan's No. 2 network are the men pictured here.

Decisions on program ideas are usually handled by (top picture l to r) S/Sgt. Earl Moreland, WVTR program director, and former production manager of WMC Memphis; Lt. Robert LeMond, officer-in-charge of WVTR, ex-CBS Hollywood announcer; Maj. William E. Rowens Jr., officer-in-charge of Armed Forces Radio Network in the area, and ex-special events director of WTCM Minneapolis; Capt. Melvin Bartell, formerly in charge of WVTR, since returned to the States for discharge.



Some more of those who make the network "click" are shown in the second picture (standing l to r): Pfc. Albert Lipton, WHN New York; Cpl. Walter Kaner, WWRL New York; Pfc. Seymour Goldston, WDAS Philadelphia; Cpl. Jack Cummings, KMOX St. Louis; Pfc. Clay Cline, WROL Knoxville. Seated (l to r) are T/Sgt. Jim Moore, KSFO San Francisco; S/Sgt. Roger Forster von Roth, NBC New York; Sgt. Hyman Averback, freelance announcer; M/Sgt. Paul Masterson, American, Hollywood.

Army cameramen caught the

broadcasters as they covered a sports event (lower right) at Meiji Stadium, Tokyo. Sgt. Roger von Roth (at mike) handled descriptions with Sgt. Ken Pettus of *Stars and Stripes* (right). Capt. Jack Wormser (with earphones), of NBC New York program department, checked production. Japanese engineers were at the controls.

Dinner Honors 1,001st Cities' Service Broadcast

DINNER IN HONOR of the one-thousand - and - first consecutive broadcast sponsored by Cities Service Co., the network's oldest client, was given last Friday night by NBC.

The dinner followed the 8-8:30 p.m. broadcast of *Highways in Melody*, Cities Service's weekly NBC musical show, and was attended by executives of the sponsor, of Foote, Cone & Belding, the agency, and by members of the press.

The record of 1001 consecutive broadcasts is "unmatched," NBC reported. Niles Trammell, president of the network, was host at the dinner.

SHORTWAVE GRIPES

Navy Captain Decries Lack —Of Broadcasts in English—

EXPRESSING the views of "many other 'exiles' who feel as I do," Capt. R. E. Baker, (MC) USN recently wrote to R. T. Mason, president of WMRN Marion, O., telling of the gripes of men who rely almost entirely on American shortwave stations for their radio listening. Main gripe is that shortwave programs go out in "every language but English."

"I have spent a good many years of my service [Navy Medical Corps] on foreign stations or at sea where U. S. radio broadcasts occupy an important place in the daily schedule, especially the shortwave stations," he writes. "Since my sea duty has been largely in the Pacific . . . the San Francisco stations have been the ones I have been able to hear the most often. . . . For every English language broadcast there are ten in a foreign language . . .

"Apparently the shortwave broadcasters don't realize that the world is largely populated by English speaking people". Another gripe is the endless repetition of the same football game or prize fight broadcasts. "Repeated broadcasts fail to amuse."

STAFF of WLAW Lawrence, Mass., issues a weekly house organ of bowling scores and news entitled "The Tuesday Nighter." Sheet originally started when newspapers, hit by newsprint shortage, eliminated bowling scores, and station staff decided to produce their own paper.

E. R. TAYLOR has been appointed director of advertising of Zenith Radio Corp., Chicago. He joined firm in 1943, heading sales promotion of hearing aid division.

Mobile Saves Statue

THE DILEMMA of what to do with the statue of "The Ideal American Wife", created by Lt. Col. William Hendrix for Brown & Williamson Tobacco Corp.'s *People Are Funny Show* on NBC, has been solved by southern hospitality [BROADCASTING, Jan. 14]. Statue was offered New York for the city's park system, but Park Commissioner Robert Moses threatened to bury it and to use it for filler for new parks. Following a plea on the program by Art Linkletter, m.c., the city of Mobile offered the statue the prominence denied it by Mr. Moses. Col. Hendrix is to unveil the statue, which will be placed in Mobile's Victory Park.

ON THE SERVICE FRONT

Fogel Gets Bronze Star

LT. COL. IRVING B. FOGEL, former Hollywood radio producer, who has been officer-in-charge of the Radio Branch, Information & Education Section, Allied Forces Headquarters Mediterranean Theater, has been awarded the Bronze Star for his service. Just prior to entry into the service, Col. Fogel was consultant to the Secretary of War on radio. He opened offices of Armed Forces Radio Service in Hollywood.

* * *

Savage Promoted

COURTNEY SAVAGE, civilian consultant to AFRS, Los Angeles, has been appointed chief of AFRS program section. He replaces Capt. John W. Conrad, released. Maj. Robert Light, has been named assistant to Mr. Savage.

* * *

AFRS Assignments

SGT. JIMMY BURTON has been assigned producer on AFRS *Command Performance*. Sgt. Van Horn has been assigned similar duties on AFRS *Mail Call*.

* * *

Raytheon Radar

RADAR IN PEACETIME is fast becoming as important as radar in war, mainly as a safety device. Over 75% of troop-transport ships are now equipped with Raytheon radar, with that figure expected to reach 100%—or 500 ships—by the end of this month.

With a slim beam constantly keeping an electronic eye on the area around the ship, radar has eliminated many of the delays caused by bad weather, thus speeding the return of troops. No troop-transport accident has ever occurred on ships equipped with SO-1 or SO-8 radar, selected as the best types for that use.

In installing the troop-transport radar units, the Army, Navy, War Shipping Administration and the Raytheon Field Engineering Group accomplished job so speedily ships were not unduly delayed in port.

Chase Leaves Ralston, Getlin Succeeds Him

Mr. Chase

Mr. Getlin

HAL M. CHASE, advertising manager of the cereal division of Ralston Purina Co., St. Louis, has resigned that position to join Welch Grape Juice Co., Westfield, N. Y., effective Feb. 1 as sales promotion manager in charge of all activities in the U. S. Joseph Getlin has been named to succeed him at Ralston.

Mr. Chase had been with Ralston since 1937. Mr. Getlin joined the St. Louis firm in 1942 as assistant district sales manager for southeastern states. In 1944 he became district sales manager for that territory and also did promotion and merchandising work from Atlanta, Ga.

Ralston sponsors *Tom Mix and His Ralston Straight Shooters* on 262 MBS stations and *Opry House Matinee* on approximately 250 MBS outlets. Welch also is radio advertiser.

LABOR OF LOVE

WJPA Locates Long-Lost Girl For Wounded Sailor

PINCH-HITTING for Cupid has become the favorite pastime of WJPA Washington, Pa. Recently a man walked into the station and presented Stan Progar, WJPA news editor, with a letter he had received from a convalescing sailor asking him to find Dorothy Springer, who lived somewhere in or near Washington.

The story had all the elements of a wartime drama. The sailor and the young lady were to have been married, but he shipped out suddenly. The next she heard was that he had been lost at sea. He was really a prisoner of the Japanese following the sinking of his ship. When he got to a hospital in this country, he had lost her address, so wrote to a Washington resident, whose name he found in a magazine. He was the one who took the letter to WJPA.

Within an hour after the call for Miss Springer went on the air, she was located. They are again making wedding plans, and if possible, WJPA will broadcast the wedding.

MORNING program titled "The Bill Herson Show" starts on WEAF New York Feb. 4, five times weekly, originating from WRC Washington. Herson will be featured playing piano and organ and singing popular melodies. Weather reports, current events, and time will be included.

No. 305

STOP WATCHES

Now Available

FROM STOCK

GALLET•GALCO•SECURITY TIMERS

Send for catalog showing complete line suitable for radio work

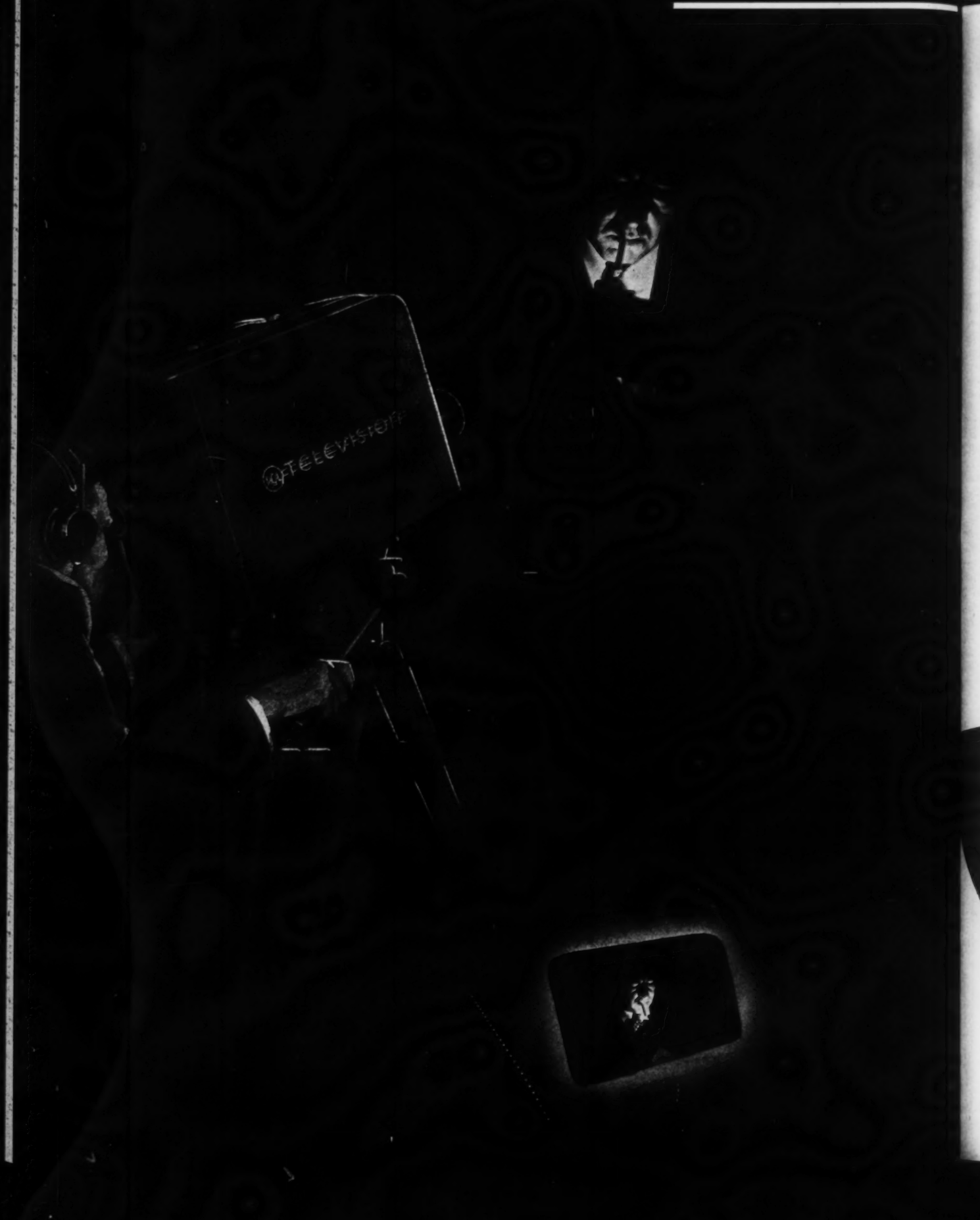
No Priority Necessary

M. J. STILLMAN CO., INC.

Established 1914

116 S. Michigan Ave. Chicago 3, Ill.

Only the FLICKER of a match—yet more than



enough light for television pick-up

REVOLUTIONARY, NEW RCA *"CAT'S EYE"* CAMERA

- ✓ 100 times more sensitive than conventional television cameras. Provides greater depth of perception and clearer views under shifting light conditions.
- ✓ Wide sensitivity range provides unvarying transmission despite wide fluctuations of light and shadow (from the sunny to the shady end of a tennis court, for example).
- ✓ Lightweight, portable, easy to use, quickly set up. Telephoto lenses are easily applied.
- ✓ Improved stability which protects images from interference due to sudden bursts of light (such as exploding flash bulbs).

Picks up scenes in moonlight, in candlelight, and in any kind of weather

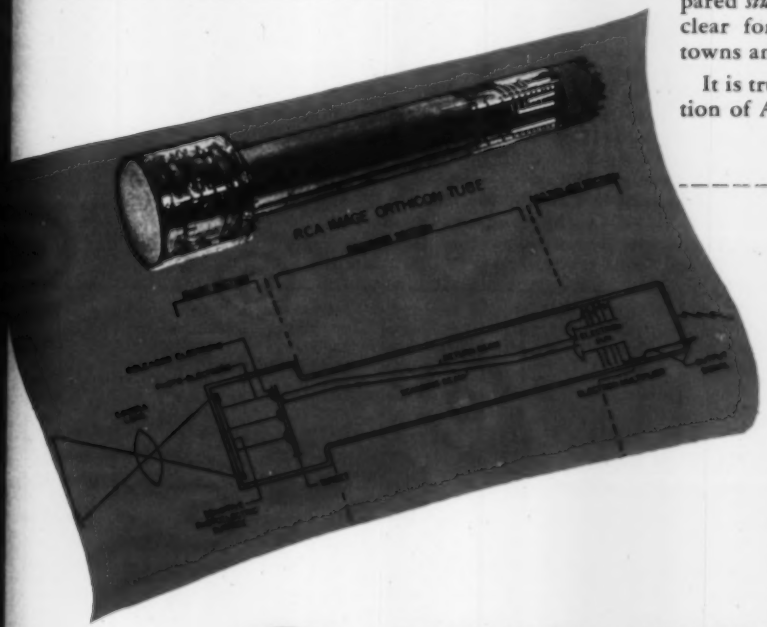
THIS television camera, utilizing RCA's amazing new electron tube—the image orthicon—opens up a wealth of new program opportunities.

Now, for the first time, round-the-clock television news coverage is possible—spot news and special events. It is now practical to televise football games, baseball games, ice hockey, boxing and other sports events, in any kind of weather, day or night. Remote indoor pick-up such as in theatres, concert halls, schools, churches, and courtrooms are other of its almost limitless application possibilities. Using infrared rays, it is even possible to pick up events in total darkness.

Equally significant are the lowered program production costs this camera makes possible. Many expensive-to-solve illumination problems are eliminated.

With such an increased source of programs, specially prepared *studio* programs can be greatly reduced. The way is now clear for practical television program production in small towns and cities.

It is truly the "Aladdin's lamp of television." Radio Corporation of America, Broadcast Equipment Section, Camden, N. J.



The new RCA image-orthicon tube—the "eye" of the camera. A light image from the subject (arrow at extreme left) is picked up by the camera lens and focused on the light-sensitive face of the tube, releasing electrons from each of thousands of tiny cells in proportion to the intensity of the light striking it. These electrons are directed on parallel courses from the back of the tube face to the target, from which each striking electron liberates several more, leaving a pattern of proportionate positive charges on the front of the target. When the back of the target is scanned by the beam from the electron gun in the base of the tube, enough electrons are deposited at each point to neutralize the positive charges, the rest of the beam returning, as indicated, to a series of "electron multiplier" stages or dynodes surrounding the electron gun, which multiply the signal many times. The output of the tube is further amplified in the camera preamplifiers and then carried to the television mixing circuits.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N.J.

WWL
New Orleans
shouts its shows on CAR CARDS throughout the year
Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts—Clear Channel—
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

BALTIMORE'S
Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President — GEORGE H. ROEDER, General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

CANADA USES REPEATER STATIONS

Booster Points in Isolated Areas Improve Service of Major Outlets

By JAMES MONTAGNES

CANADA has been using booster stations for a number of years to give better reception in isolated areas or regions whose physical features do not allow for good reception of major stations, and where populations are not large enough to make operation of a small station economically feasible.

With increasing interest in the United States in such stations [BROADCASTING, Jan. 7], Canada's experience with these stations is of interest. All presently in operation, 13 in number, are operated by the Canadian Broadcasting Corp. With one exception they are all of 25 w power, the one exception having a 20 w transmitter. All are unattended, except that they are located at railway points where the local telegraph operator switches the stations on and off. The CBC engineering staff makes inspections of the stations several times a year.

Nine in Mountains

Nine of the stations are located in the mountainous area of British Columbia and are fed the programs of CBR Vancouver. Three are located in northwestern Ontario where there are only four privately operated broadcasting stations. These three stations are fed from CBL Toronto, at least 1,000 miles from each of these repeater stations. Another station is located at Edmunston, N.B., where there is a privately-owned station CJEM. The Edmunston repeater is fed by CBA Sackville, N.B.

All these repeater stations have been installed by the CBC at varying times since 1940 when the first was installed at Revelstoke, B.C. The fact that more stations have been installed each year shows that the service is needed in mountainous and otherwise radio isolated areas, as the CBC policy is to give national service to Canadian listeners. Another station is to be installed this year at Wells, B.C.

No privately-owned Canadian broadcasters have installed repeater stations, although a number have intimated doing so in the past year and have made applications for such stations. Those planning such stations have been in areas where CBC has its repeater stations. Thus CKOV Kelowna, B.C., and CHGB St. Anne de la Pocatiere, Que. are understood to be considering the use of repeater stations, and CKOV's owners have a license for a 250 w station on 1450 kc for Penticton, understood to operate at least part time as a repeater station for CKOV.

No other Canadian stations are known to have immediate plans for such stations, but the Canadian Assn. of Broadcasters is studying the use of repeater, booster or satellite transmitters for member stations in order to increase reception in isolated areas.

The Dept. of Transport, Ottawa, it is learned, is not issuing licenses for repeater or satellite stations, as a matter of policy, where there are possible locations for commercial broadcasting stations even though there may be none now.

CBC repeater stations are CBAM Edmunston, N. B., on 1400 kc; CBRA Revelstoke, B. C., 560 kc; CBRN North Bend, B. C., 800 kc; CBRF Fernie, B. C., 940 kc; CBRK Kimberley, B. C., 900 kc; CBRR Cranbrook, B. C., 1340 kc; CBRM Creston, B. C., 730 kc; CBRL Williams Lake, B. C., 730 kc; CBRG Prince George, B. C., 900 kc; CBRQ Quesnell, B. C., 800 kc; CBLS Sioux Lookout, Ont., 1240 kc; CBLN Nakina, Ont., 1240 kc; CBLH Hornepayne, Ont., 1340 kc. A station is to be opened at Wells, B. C., CBRW on 940 kc.

WCBW's Big Schedule

CBS video station WCBW New York was on the air five nights last week, two more than its regular schedule and the most extensive ever presented by the station. Three evenings were devoted to pickups from Madison Square Garden—the *New York News* annual Silver Skates competition on Monday, basketball on Wednesday and hockey on Thursday. Tuesday and Friday programs were studio shows.

CAB Feb. 11-13

ANNUAL meeting of the Canadian Association of Broadcasters planned for Feb. 11-13 at the Chateau Frontenac, Quebec, has been postponed due to travel conditions to May 27-30 at Quebec. Late date of the CAB annual meeting may affect other regional conventions in Canada, first of which is slated by the Western Association of Broadcasters for Aug. 5 and 6.

Gift Report

RETURNS from the appeal by WABC New York Commentator Margaret Arlen for Christmas presents for returning veterans so swamped the station and the Port of Embarkation at Fort Hamilton that special help was used at the Army base to take care of wrapping and distributing of gifts. Total of 175 wrappers, 48 trucks, special telephone operators, distributors, dispatchers and cooks worked on 8-hour shifts for eight days prior to Christmas. Over 2,400 pounds of wrapping paper and 200 cones of twine were used.

Mrs. Richards Named

MRS. NORMA RICHARDS, director of women's activities of WSPD Toledo, has been appointed interim acting treasurer of the NAB Assn. of Women Directors. She replaces Barbara Bates of WOW Omaha, who resigned to join her husband when he was released from military service. The appointment was made by Dorothy Lewis, NAB coordinator of listener activity. Mrs. Richards is producer-director of *Homemaker's Institute*; hostess of *Housewives' Quiz*; the *Kiddies' Story Lady*, and producer-director of a sponsored daily studio show. She is also social chairman of the Toledo Women's Advertising Club and a member of AAUW, Toledo Artists Club, Beta Sigma Phi, Delta Omicron (honorary professional musical society), and Toledo Repertoire Little Theatre.

Mrs. Richards

CKAC Honored

CKAC Montreal, Que., has been awarded an honor certificate for 1945 by the Province of Quebec Safety League for "its truly great contribution in the preservation of human lives."

"M-M-M...reminds me of that WGAC Hooper my Dad's always raving about." WGAC Augusta, Ga.

JUST by the simple expedient of putting a ruler to a recording disc, you can, in one sense, "measure" recording quality.

The disc must reflect a *true* image. Any imperfection in the reflection means that you can expect corresponding imperfection in recording characteristics. That's just A-B-C.

But a *better* recording disc must possess many other in-built qualities in addition to a flat, smooth, mirror-like surface:

For recording, it must have (a) split-hair accuracy in thickness of coating (b) easy cutting characteristics (c) positive thread-throw with no annoying static and (d) these qualities must not change — *regardless of the age of the disc.*

For playback, it must have (a) brilliant high frequency response (b) no audible background scratch, even after many playings (c) no increase in surface noise from the time of recording to playback or processing.

— *And finally,* these qualities must last as long as the recording is needed. *There must be no deterioration with the years.*

* * *

You cannot discover these qualities in a recording disc, by any yardstick we know of — except one:

Just look for the name Audiodisc — because it assures you all the qualities named above — a combination you will not find in any other recording disc.

Audiodiscs are manufactured by a patented, precision-machine process which is *uniquely* theirs, and the *Audiodisc* recording lacquer is produced from a formula developed by our research engineers. Thus, *Audiodisc* quality is consistently dependable. It is fully controlled—straight through from raw materials to finished disc.

There is an *Audiodisc* designed and priced for every recording need. No matter what the purpose, the name *Audiodisc* is, and will remain, the measure of a *better* recording disc.

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N. Y.

Audiodiscs manufactured in U.S.A. under Exclusive License from La Societe Des Vernis Pyrolac — France.

they speak for themselves **audiodiscs**

DETROIT'S LEADING INDEPENDENT STATION

WJBK

STARTING THE NEW YEAR WITH THE SAME OLD ACCOUNTS

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes

plus

Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
DETROIT 2, MICH.

VICTOR SHOLIS MAY JOIN 'CLEAR' GROUP

IST LT. VICTOR A. SHOLIS is expected to return shortly to his post as director of Clear Channel Broadcasting Service, which he left three years ago for Army induction.

Back in the States after 16 months in the Pacific, Lt. Sholis now is on terminal leave, having been released Jan. 9. He was inducted as a private and became a first sergeant prior to his field commissioning last June on Luzon as a second lieutenant. Last November he received his first lieutenancy. He participated in three separate campaigns, New Guinea, Leyte and Luzon, and has five battle stars. He was assigned to Signal Corps Intelligence.

Lt. Sholis probably will reopen Washington offices for the clear channel group. Lacey Reynolds, former *Chicago Sun* Washington correspondent, recently separated from the Navy, is now on temporary assignment handling public relations in connection with the clear channel proceedings.

IN THE PUBLIC SERVICE

Nurse Secured

THANKS to an appeal aired on WOWO Fort Wayne, a young Indianan who had his leg amputated has a private nurse. Morning after the broadcast, a discharged Army nurse cut short her much needed vacation and took the case.

* * *

Troop Movements

SPECIAL service for Bay Area listeners has been started by KROW Oakland, Cal., with John K. Chapel, news bureau chief, sitting at two phones answering listeners' queries on troop and ship movements. Of several hundred daily calls, an average of 10 are long-distance queries.

* * *

Aid in Emergency

WTIC HARTFORD is receiving community praise for its efforts in aiding authorities at the Veterans Hospital in Newington, Conn. to secure the rare drug, streptomycin, in an unsuccessful effort to save the life of a Hartford doctor, Harry Bailey.

Shortly after midnight, Jan. 11, Tom Eaton, WTIC news editor, received a call from the hospital. Efforts to contact New York by telephone in search of the drug had been fruitless so the hospital asked WTIC's aid. The station got a call through. Bad weather prevented flying, though a plane was made ready. New York State Police assisted by rushing the drug to the Connecticut state line, where it was turned over to the Connecticut police. Though it was then rushed to the hospital, the patient died.

WOR New York will presently have its call letters placed in four prominent places in New York. Douglas Leigh (l), creator of outdoor advertising signs, discusses four new signs with R. C. Maddux, vice president of WOR.

SEND YOUR REQUEST BY BLINKER

WXLH Okinawa Listeners Hit New High In Spontaneous Response

THAT STRANGE light visible these evenings in the western sky is not the Aurora Borealis, nor is it a Hollywood premiere. It is just the Navy's response to a request program on Okinawa.

The program, *Requestfully Yours*, started about a month ago over WXLH, Armed Forces Radio Service station on Okinawa. Originally it was designed to run 45 minutes, six nights a week. But after the first night, plans underwent a drastic change. Telephones delivered more requests in one night than could be handled in a week, teletypes poured out an endless stream of messages asking for favorite tunes, letters streamed in and men drove miles to make requests in person.

On Christmas some WXLH engineers rigged up a 500 w bulb on a makeshift stand and pointed it toward Buckner Bay where 100 or more ships lay at anchor. The boys blinked out their message that WXLH would be glad to handle the Navy's requests, too.

Within a few minutes the sky lit up like Times Square on Saturday night. Beams of light crisscrossed the horizon, all requests, via blinker. AFRS and Signal Corps men dotted the hillsides, taking down signals.

And the magic power of radio was demonstrated when a hint was aired that WXLH would do a much better job for the Navy if the station had a regular shutter lamp. The next morning, Lt. John Maxon, officer-in-charge, and Lt. Jack Brown, his assistant, found not one but three lamps, and in addition, a truck rigged up with a huge auger

More people listen to WAKR than to *any other* station *heard* in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

to drill holes to set them in.

Believed to be the largest staff ever assembled to handle a request program, WXLH has an announcer, a disc jockey, a librarian, two men at the phones, one on the signal light, five taking down blinked-out messages, plus the two officers, all working on the show.

Its motto is: The only station that accepts requests by phone, teletype, personal messenger, carrier pigeon, parachute flare and ships' blinker signals . . . No other station can make that statement!

Kostka to Prague

WILLIAM KOSTKA, one time publicity director of NBC, and at present secretary of the Lidice Memorial Committee, last week was en route by air to Prague to discuss arrangements for construction of a memorial at the site of the village destroyed by the Germans. Mr. Kostka was proceeding to Prague at the invitation of the Czechoslovakian government, committee headquarters in New York announced. The committee's purpose is to raise funds to build an "Altar of Lidice" as a "shrine to liberty."

Mr. Kostka

Opera Ballots

LISTENERS have been asked to write in for ballots to vote for their three favorite standard operas and three unusual ones from a list of 46 on a post card sent out by the Metropolitan Opera Guild. Ballots were introduced on the Jan. 19 broadcast of the Metropolitan Opera, sponsored by Texaco Co., Saturdays on American. Winning operas will be performed in next season's repertoire. Guild expects to send out approximately 185,000 ballots and asked audience to return them to the 165 affiliate ABC stations carrying the program.

FCC SHOWS CLEAR COVERAGE

Maps Drawn by Engineers Designed To Answer Questions at Hearing

HOW MUCH of the U.S. gets coverage from clear channel stations? How much gets little?

Four coverage maps designed to answer those questions were presented by FCC engineers at the opening of the clear channel hearings last Monday. They show:

Daytime primary service areas of the clear channel stations cover the Midwest, most of the East, and a section extending northward through eastern Texas, Oklahoma and Kansas. Broadest "blank" spaces are in the West, which shows coverage in parts of California; western Washington and northwest Oregon; New Mexico; most of Colorado and tips of Wyoming, Kansas and Nebraska; and parts of Utah, Nevada and Idaho.

Nighttime primary service areas of clear channel stations cover the same general sections as the daytime primary coverage—but on a reduced scale.

Nighttime secondary coverage by the 24 Class I-A stations ranges from no signals received in the northwest tip of Washington to 21 in parts of Indiana, Kentucky and Tennessee. Greatest coverage is provided in the Midwest, East and South; least, in the Far West. At least two signals are shown for all states except Washington, northern Oregon and Idaho, western Montana, part of Wyoming, and southern Florida, which get one signal.

Nighttime secondary coverage of the 32 Class I-B stations is heaviest in the East and Upper South. Two sections receive no signals—a portion of Montana and an area around western Kentucky. Most sections get at least three or four, and from 9 to 13 are heard in most parts of the East.

Radiomarine Officers

FOLLOWING officers of Radiomarine Corp. of America were elected at a recent meeting of the board of directors: Capt. George F. Shecklen, USNR, executive vice president; William F. Vogt, vice president and treasurer; Bruce W. Dold, vice president and controller; I. F. Byrnes, vice president in charge of engineering; A. J. Costigan, vice president in charge of traffic; and H. A. Saul, vice president in charge of production.

CKOK Licensed

LICENSE FOR a 250 w station on 1450 kc at Penticton, B. C. with call letters CKOK has been issued to Jim Browne, owner of CKOV Kelowna. Station is expected to go on the air sometime this summer and to act partly as a repeater station for CKOV with some programs originating in Penticton.

Auction

(Continued from page 30)

the benefit of the community generally.

Ample protection of public interest, contends the KLUF objection, is provided otherwise: Station licenses are "at all times" subject to FCC supervision and control, and Sec. 1.364 of the regulations, providing for information to be furnished upon assignment or transfer of control of a licensee corporation, also gives the FCC power to refuse to recognize assignments not in the public interest. "Other regulations," it is pointed out, "give the Commission control over specific action."

The brief notes that while broadcasting "is now of age" actually many individual stations are "small infants"—corporations operated by local individuals, financed by private funds constituting in many instances the entire personal estate of the owner."

Plea for Small Stations

"This protest," it is explained, "is filed as a plea for these many small corporations whose owners will find that their property is no longer subject to their own valuation. They will find they can no longer contract with reference thereto. They will find that no longer do their heirs have the common law right of inheritance thereof. It is these individuals who will find they no longer have control over their lifetime earnings and unfortunately, they will no longer have the incentive to devote their efforts to the development thereof. This will also be the example set for many others who may be looking to the broadcast industry as a means of employing their capital or their ability, together with its attendant effect upon the interests of the industry in general which can hardly be predicted to be less than detrimental."

THE LITTLE STATION WITH A MIGHTY WALLOP

Ask any Time Buyer how to get 5000 watt coverage on a 250 watt station and one answer he'll give you is — WMAM . . . the "little station with the big wallop" serving an almost exclusive audience of over 500,000 people in Northeastern Wisconsin and Upper Michigan . . . Write promptly.

WMAM
Marinette • Wisconsin
BRANCH STUDIOS IN STURGEON BAY • WIS. IRON MT. • MICH.
JOSEPH MACKIN, Mgr.

Nat'l Representatives: Howard A. Wilson Co. Chicago, New York, San Francisco, Hollywood

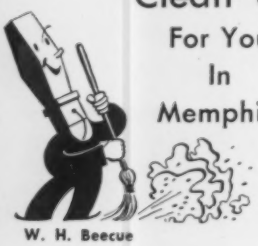
IN RICHMOND
BANK CLEARINGS IN NOVEMBER 1945
were
$412,000,000
AN INCREASE OF 11% OVER A YEAR AGO

In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

HOLLISTER
CRYSTALS
QUARTZ OSCILLATORS SINCE 1927
HOLLISTER CRYSTAL CO.
Boulder, Colorado

LET **WHBQ** Clean Up For You In Memphis



W. H. Beecue

We bring more sales for advertisers for we bring them more listeners per dollar spent.

Call-write-or wire for availabilities

YOUR *MUTUAL* FRIEND

MEMPHIS, TENN.

WHBQ

BOB ALBURTY, GENERAL MGR.

Represented by RAMBEAU

NEW YORK CHICAGO HOLLYWOOD

KFMB Sells SAN DIEGO

KFMB is doing a job in San Diego. 373,000 persons — 90% of county total— are within 15 miles of our antenna. To sell your story effectively, sell San Diego from WITHIN.

KFMB

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS

Represented by the BRANHAM CO.

Kroger

(*Continued from page 22*)

nouncements, photographs and mats.

While station executives were still paging through the press book, Miss Kathryn Hardig, agency time-buyer and station relations director, made a personal call on the stations. After her five-week visitation, she returned with the reassuring message, "Linda and Danny will be given a fitting wedding."

She was right. Every station broadcasting the *Linda* program made a definite contribution to the wedding promotion. And 74% of the stations submitted formal presentations in the inter-station contest. Another 20% mailed in factual reports on their activities but preferred not to be included in the competition. The remaining 6% confirmed their participation in the promotion via wires and the telephone.

The Linda wedding promotion received 1,094 courtesy announcements; 75 station breaks, and the benefit of 93 special quarter-hour programs. Stations bought in excess of 6,000 lines of advertising space and garnered something like 14,000 lines of free publicity. Window and lobby displays, car cards, billboards, movie trailers, breakfast broadcasts, public weddings, special contests and stunts galore augmented the impact made by these 27 stations in Kroger's 18-state merchandising area. These stations, it was found, had contributed something in the neighborhood of $30,000 in air time, newspaper space and promotional expenses. It was quite a wedding.

Aid to Stations

However, in making a final appraisal of the job done, station managers hastened to agree that the "lash-up" with this campaign was well worth the expense and effort because it gave their stations, and many of their other programs, a chance to benefit from the attending publicity. For some of the so-called "smaller stations," *Linda* helped uncover and develop several youngsters with exceptional promotional talent.

Considered from every angle, radio did a magnificent job in exploiting *Linda's First Love*. What is more, it helped Kroger sell a lot of coffee. Branch managers throughout the entire Kroger area wrote their enthusiasm for the cooperation given them by the radio stations in statements like this: "Dollar volume and coffee sales were greater than for any similar period in the history of the branch."

Presentation reports prepared by the various stations, in which they outlined their promotional activities, were judged by representatives of radio trade publications. These judges selected the following stations for outstanding achievement in exploiting the *Linda* program: WBNS Columbus; WCHS Charleston, W. Va. and WOOD Grand Rapids, Mich. Honorable mention awards went to WIRE Indianapolis, WLW Cincinnati, WOWO Ft. Wayne, KDKA Pittsburgh and WIBA Madison, Wis.

Presentation of Awards

On Jan. 24, station managers and promotional directors eligible for plaques and Gruen watches will be guests of Ralph H. Jones Co. in Cincinnati, when the formal presentation of awards will be made. These guests will include: William I. Orr, Jerome Reeves, WBNS; Howard L. Chernoff, John Sinclair Jr., WCHS; Stanley W. Barnett, Lenore Little, WOOD.

From an agency viewpoint, there are three conclusions to be drawn from this first peacetime exploitation of a daytime transcribed program.

1. When stations are properly approached and handed a well worked-out plan of action, they'll surprise you with their ingenuity and skill of performance.

2. Given an even break in the way of getting something out of the promotion for themselves, they'll be more inclined to roll up their sleeves and go to work.

3. Radio stations are found to be more willing to "go all-out" on a campaign to exploit a program but show less enthusiasm when it comes to doing a merchandising job on the sponsor's product.

Radio has always done a good job for the Kroger Grocery and Baking Co., and this agency is now more convinced than ever that radio can be depended upon to put showmanship and genuine effort behind a sponsor's program. At any rate, the fire it built under this promotion cooked up a good-sized pot of coffee sales for *Linda*.

BATONS ACROSS THE SEA. Mark Woods (with carnation), president of ABC, greets Sir Adrian Boult (second from left), BBC conductor in chief, on his arrival in New York to conduct the Boston Symphony Orchestra for three of its Saturday concerts broadcast on ABC under sponsorship of Allis-Chalmers Mfg. Co. Charles Brewer, BBC North American director, (l), and Sir Francis Evans, British consul-general in New York, were also in the welcoming committee.

Combinations Shipped

ELECTRONIC Corp. of America, New York, has shipped radio-phonograph combinations to dealers, model No. 104, a five-tube manually operated unit in wood cabinet and priced at $54.95. Other models will soon follow.

Neilsen Adds 400 New Audimeters for Surveys

ARTHUR C. NEILSEN Co., Chicago, announced this week it had placed production orders for an additional 400 audimeters for use in Neilsen Radio Index surveys. The new audimeters will be used largely in homes having more than one radio receiver, the Neilsen company indicated.

Audimeters will also be available for NRI service to stations in certain cities where insufficient density of population has reduced the effect of the regular NRI sample.

The Neilsen service is already operating in the entire New York and Chicago primary areas, and in the WLW merchandisable area, Mr. Neilsen said, with a total of 2000 audimeters in use.

Gray & Kelly Formed; Offices in Birmingham

GRAY & KELLY is a new consulting radio engineering firm formed in Birmingham, Ala. Partners are Claude M. Gray, who has been a consulting engineer for several years, in addition to being chief engineer for WTOC Savannah. Prior to that he was FCC inspector in New Orleans. Thomas J. Kelly has been in broadcast and vhf radio for 15 years. In the last three years, he was technical advisor to the field engineering department of Raytheon, where he directed field activities on Raytheon naval radar.

In addition to general broadcast and high frequency engineering, Gray & Kelly will operate a precision frequency monitoring service using the newest type General Radio Primary Standard.

Benny Entries Close

ALL ENTRIES for the "I Can't Stand Jack Benny Contest" have been received, and Benny will announce the winners of the $10,000 bond contest on his regular American Tobacco Co. broadcast on NBC Jan. 27. Final decisions are up to Fred Allen, Benny's "greatest admirer," who states that this is the happiest period of his life to be able to read why hundreds of thousands of other people can't stand Benny.

Clear Channel Hearings

(*Continued from page 16*)

ber of the interviewers were farmers.

He said the report on the attitudes survey was written by various authors but that he had the final "say."

Monday Afternoon Session Hears Crum

In the Monday afternoon session Bartley C. Crum, president of KYA San Francisco, made a three-minute appearance as a witness to declare that "the time has now come for abrogation of the clear channel rule" and to plead particularly for a wider distribution of clear-channel frequencies in the Middle and Far West.

"I submit that the listener on the Pacific Coast is entitled to hear programs of immediate and special local interest on a good frequency," he declared in a statement. "Under present circumstances as a general rule he is deprived of this right because of the fact that the best frequencies are the clear-channel frequencies and these are not available to him for such a purpose under the present rule."

Mr. Crum said "there are approximately 46 stations operating or about to operate on clear channels with 50 kw power. Only six of these stations presently serve this territory—and authority has been granted for the operation of a seventh. Three of these are located in California, and the states of Washington, Utah, Colorado and New Mexico have one each. In this vast territory it is clear that there exists a condition that can only be described as under-serviced and under-privileged. It is further clear that the western listener, in the cities as well as in remote and rural areas, cannot receive adequate service from clear channel stations in or near the Atlantic Seaboard . . . Under existing circumstances I think it can be fairly said that the area is not adequately served, nor in a manner wholly consistent with the intent of Congress."

"There is no substantial interference with the signal of a dominant clear channel station on the East Coast by a regional station on the West Coast operating on the same frequency," Mr. Crum declared. "This has been demonstrated by actual experience after a clear channel frequency has been opened up. Several of the clear channels are now so shared. It is also demonstrable that two or even three stations operating with 50 kw power can operate on one channel so long as modern techniques, including the use of directional antenna, are used to prevent interference by one station with the other. Whether this multiplication of service is possible on all clear channels or in a particular channel is a matter than can be determined in the specific case . . ."

He said that "approximately two decades ago, the premise of the rule here under discussion was valid" but that then there were "a handful of stations and networks just coming into existence," while now "there are more than 1,000 audio-modulation stations operating or about to operate, and there are additionally four potent, well-established national networks and several regional networks . . ."

Appearance Sandwiched In Campbell Questioning

Mr. Crum emphasized that he was not appearing because of any "narrow sectionalism or provincialism," but in the belief that the West "has a local culture and certain political and economic problems not shared by the rest of the nation" and that "this culture can best be further developed and strengthened and these problems sooner resolved by a radio service that is local and regional in character."

The KYA executive's brief appearance was sandwiched between lengthy cross-examination of Dr. Campbell by Mr. Caldwell, followed by questioning by Mr. Spearman.

Mr. Caldwell, questioning Dr. Campbell carefully on virtually every question asked in the survey, explained in response to a query by Chairman Porter that he was attempting to show that the survey questions were biased.

Dr. Campbell stressed in his replies that the stations involved were not specified in the survey and that there was no differentiation between clear-channel and non-clear-channel stations. He also emphasized that the survey sought listener reaction to program types rather than particular programs.

When Dr. Campbell noted that only 9% of radio owners questioned were under 30 years of age and that none under 20 were interviewed, Mr. Caldwell pointed out that there are "many listeners" under 20.

In his cross-examination on the survey question "Do you listen to your radio much?" and on subsequent questions, Mr. Caldwell attempted to show that "leading questions" were asked. He told Dr. Campbell that the figures reached in the survey were "large" but even so were "far short" of those reached by the industry in other surveys.

Referring to the "Don't like them" label relating to listener reaction to certain program types, Dr. Campbell said this means the listener "doesn't care for them." He agreed that a chart on attitudes toward radio serials, showing that 23% of the women and 26% of the men "dislike them very much," involved overstatement since the percentages included those who "simply didn't care for them."

In response to questioning by Mr. Spearman, Dr. Campbell made it plain that the survey covered the radio likes and dislikes of listeners —not their radio needs. "I don't think there is any substantial error in the data we've been talking about," he contended.

Dr. Wilson Is Heard Tuesday Morning

The hearings were resumed Tuesday morning with Dr. M. L. Wilson, Director of Extension Work, Dept. of Agriculture, as the first witness. Describing the extensive organization of the Cooperative Extension Service and its 10,000 workers in practically every rural county in the U.S., Dr. Wilson said:

"Radio, in this age of communication, has come to be one of the great means by which farmers must get the mass of scientific information they need and get it in groups as speedily and efficiently as they must have it. . . . Certainly, the farmer needs and wants radio for music, entertainment, and for general enlightenment just as any other citizen does. But, even more important, he needs it also as a part of his everyday business of farming. Farm people need radio, not only for market and weather reports and the like, but for re-

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ALL SIDES were represented in corridor conference (l to r): Lt. Vic Sholis, just discharged from Signal Corps and soon to return as director of Clear Channel Broadcasting Service; Andrew D. Ring, consulting radio engineer and FCC's former chief broadcast engineer; Paul D. P. Spearman, chief counsel of Regional Station Group; Herbert V. Akerberg, CBS vice president in charge of station relations.

Hon. T. McDermott
N. W. Ayer & Son, Inc.
New York City

Dear Tom:

I was just talkin' to Ernie Saunders, our sports director, and he tells me that a boy right here in Charleston won the first $500 scholarship to W. Va. University our network is awarding each year to the outstanding high school athlete . . . He also told me that a committee of sports authorities from all over the state selected this local fellow. You know I just can't keep from feelin' that this boy sure is a lucky one, gettin' off to a good start in the education world . . . when I was a young 'un I didn't have much of a chance to go to school, I had to support the family . . . and then there weren't any scholarships bein' handed out by radio stations . . . You just have to take your hats off to the W. Va. Network for settin' up this annual scholarship.

Yrs.
Algy

WCHS
Charleston, W. Va.

WLAW

Reaches 1,902,591 residents of Industrial New England.

WLAW

5000 watt power, day and night. 680 kc. A clear, strong signal.

WLAW

Basic Station
American Broadcasting Co.

NATIONAL REPRESENTATIVES:
WEED & CO.
LAWRENCE, MASSACHUSETTS

AMOS, WHAR-AT'S DISH-YERE ANDYVILLE (Ky.)?

Andyville is a real Kentucky town, so of course maybe Brother Crawford or the Kingfish could locate that metropolis if they wished. But, boy, it's tough! In fact we haven't even tried! Why increase our power *and* our rates to reach all over Kentucky, when we've already got what really counts? The Louisville Trading Area is the home of *more money* than is to be found in the remainder of the State combined! "Six milyun, seven milyun"—want some of it?

LOUISVILLE'S WAVE
5000 WATTS . . 970 K.C. N.B.C.
FREE & PETERS, INC.
National Representatives

Ask any Central New England distributor which station exerts the greatest sales influence in Central New England. The answer will be WTAG.

W T A G
WORCESTER

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Clear Channel

(*Continued from page 69*)

ports on experimental results and recommendations on every one of the thousands of topics, or angles, or segments of scientific farming and farm living with which farm people are concerned."

As an illustration of the effectiveness of radio in reaching farm people, Dr. Wilson cited a survey by the Federal Extension Service in Ward County, N. D., which showed that a 5-minute program carried daily at 1 p.m. over KLPM Minot as a public service feature was heard by at least one-third of all farm families in the county every time one of the county agents went on the air. The survey revealed that 94% of the farmers and 81% of the farm homemakers in the county had heard the program and that 5% of the farm families carried out one or more of the recommendations made on each of the broadcasts.

Decline of Local Farm Radio Illogical

Up until 1942, Dr. Wilson testified, the use of radio for local broadcasts by county agricultural and home demonstration agents increased greatly but has declined since. This decline, coming at a time when the need for reaching farmers to help them meet the wartime food production goals, he said, "does not seem to me to be logical."

Dr. Wilson said he queried state extension directors and county agents and that "almost without fail they commend broadcasting stations for providing time that advertisers are clamoring for, and for a generally cooperative attitude.

"But they do feel," he added, "that this cooperation needs to be extended, in terms of providing generally more dependable and often more suitable time for farm service programs."

He testified that "far too often" agents of the extension service have started farm programs and established audiences "only to find suddenly that the time has been sold for another program or moved to some much less satisfactory hour for working farm people to listen.

"Almost none of our agents," he continued, "have programs in the choice evening hours, when farmers as well as city people can best listen. Very few have access to farm service time at the satisfactory noon hour on the clear channel or higher-powered, supposedly rural coverage stations."

Dr. Wilson said he did not believe the answer to the problem lies in sponsored programs. "We feel," he testified, "we should look to the broadcasting stations that have been licensed to operate in the public interest. We feel that sustaining time should be available for the types of needed farm service programs which advertisers, in the eyes of the Commission, " 'will not or should not sponsor.' "

Dr. Wilson declared that national farm service programs fill a need but "there is also even greater need" for interpreting such programs on the local level. He compared the clear channel station to a large metropolitan newspaper which is read by city, suburban and rural subscribers. Such publications fill a need, he said, but by and large rural people are more dependent on the localized services provided by the small city and village daily and weekly newspapers than on "the more generalized approach" of the metropolitan daily. It is the same way in radio, he said.

Dr. Wilson recommended that:

1. The FCC allocate licenses in such a way as to "require stations with adequate power and suitable time to reach all farmers with a fairly complete flow of locally usable information, in the local as well as the general or clear channel field."
2. The FCC adopt rules or policies to require that broadcasters provide suitable and dependable time for farm service programs, both on the clear channel and "more local stations."

Under cross-examination by Mr. Caldwell, Dr. Wilson said that in specific cases the Extension Service has suffered by having farm programs moved out of the noon hour. He expressed the opinion, however, that most of the farm programs at noon "are more for the city folks."

To further questioning, he said that the time between 7 p.m. and 9 p.m. is the best time for farm programs.

Questioned by Commissioner Durr, he affirmed that "the broadcaster who does the best service for the farmer should have the best signal."

Questioned further regarding choice time for farm programs, he said "the younger generation (of farmers) is inclined to edge in on this late sleeping" which affects listening habits. In certain types of farming, such as livestock, he said, early morning time for market reports is very important.

Believes Two Stations Better Than One

When Mr. Caldwell asked how the farmer might vote if he had a choice between *Fibber McGee and Molly* and a farm program during the evening hours, Dr. Wilson replied: "I don't know."

"He might vote for both, mightn't he?" asked Chairman Porter.

"Yes," said Dr. Wilson.

Questioned by Mr. Spearman, he said he believed that two stations in different parts of the country, operating on the same frequency and using 50 kw power, would be better from the standpoint of the farmer than only one station using the frequency.

"My sympathies run with having broadcasting as close to the people as possible," he said.

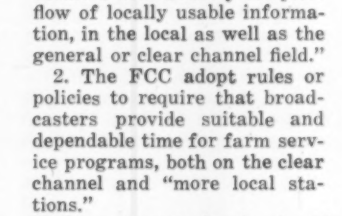
To further questioning by Mr. Spearman, he explained that there are three levels which farm programs should reach: the broad or national area, the smaller regional area in which a particular type of farming predominates, and the local or inter-county area in which localized conditions affect the farmer.

From the standpoint of the extension service, he said, 80% of the farm problems are regional or local.

Replying to other questions, he

JUST BEFORE the opening gavel, this foursome foregathered (l to r): T. A. M. Craven, vice president of Cowles Broadcasting Co., former member of FCC and vice chairman of Regional Station Group; Mark Woods, ABC president; Joseph H. Ream, CBS vice president and senior executive; William S. Hedges, NBC vice president in charge of planning and development; Louis G. Caldwell, chief counsel, Clear Channel Group.

Talks Prepared or Broadcast by County Agents*



DOWNWARD trend since 1942 in use of radio by county agricultural agents is shown in this chart introduced as evidence in the clear channel hearings by Dr. M. L. Wilson, Director of Extension Work, Dept. of Agriculture. The decline, Dr. Wilson testified, was due to stations selling time previously reserved for farm programs. With the falling off of broadcasts, he reported, was a decrease from about 1,400 to 1,050 in the number of agents who reported using the radio. The Department has about 2,950 county agricultural agents.

said that most of the clear channel stations employ competent farm directors but have the problem of fitting in their programs to meet local conditions.

"Farming being a local matter," he said, "the service in radio which is going to develop is the 'day-to-day adjustment in farming.'"

Following Dr. Wilson's presentation, the Commission heard testimony by John C. Baker, chief of the Radio Service, Dept. of Agriculture, on the programming experiences of the Department, dating back some 25 years.

Declaring that radio is regarded by the Department as one of its most useful means of reaching the farmer, Mr. Baker said "there is no group to which radio means more than it does to rural people." He said the isolation of rural people makes radio more important to them than to urban people and that this was shown by the rural attitudes survey conducted by the Department for the FCC.

Mr. Baker cited two noticeable trends in farm programs during the wartime period: (1) "the commercialization of so-called farm programs", and (2) the sharp increase in the number of stations employing farm service directors. He said that the increase in farm income during the war years has contributed to the commercialization of farm programs with the result that "the farmer has been courted by means of radio as never before."

However, he explained, the factor that has contributed most to the increase in number of farm programs was the relaxation by the Department in 1940 of its rule prohibiting participation in commercial programs. He summed up the Department's policy as follows:

"The Department continues to look to the licensed broadcaster for access to radio facilities; however, its material and its personnel may be used in commercially sponsored programs, provided the Department approves of the sponsor; provided the program includes no statement which asserts or implies that the Department endorses the sponsor or his product; and provided there is no attempt to influence what the Department says."

Questioned by Chairman Porter, he said he knew of no instance in which the Department refused to participate in a program because the sponsor was unsatisfactory.

He named the *National Farm and Home Hour* on NBC, *Consumer Time* on NBC, and *The American Farmer* on ABC as the nationwide programs in which the Department participates. He said the *National Farm and Home Hour* is being carried on about 100 stations, half of them on a sustaining basis.

When members of the Commission began to ask questions about the program, Chairman Porter interposed that "most of us are familiar with the demise and partial resurrection of the Farm and Home hour."

Mr. Baker on Stand Tuesday Afternoon

Questioned about *Consumer Time*, Mr. Baker said he has been unable to ascertain how many stations carry the program. Pressed by Commissioner Durr as to whether there had been any refusal by NBC to provide that information, he said his requests to obtain the data had been met with "indefinite delay."

Mr. Baker said the Department's relations with the networks have on the whole been good. He suggested that the program, a sustainer, is fed to the network but that it may be difficult to determine how many stations take it.

Mr. Caldwell offered to obtain the information for the record and Chairman Porter asked that he supply it.

As far as the clear channel stations are concerned, he testified, the amount of time devoted to farm programs has increased but the desirability of that time is "debatable."

Completing his testimony in the Tuesday afternoon session, Mr. Baker was asked by Mr. Caldwell whether it is true that a majority of stations which have added farm directors did so to "help pay the way." He responded that he thought the number of commercial farm programs would speak for itself. In reply to a question by Mr. Spearman he said clear channel stations probably are "bending more efforts" toward rural service than some other classes of stations. He estimated that there are about 100 station farm directors and in response to questioning by Mr. Hyde he estimated the number in early 1945 was about 10 less than now. Chairman Porter explained that Mr. Hyde was trying to determine the number of farm directors added since the clear channel hearing order, issued last February.

C. Maurice Wieting, special assistant, National Council of Farmer Cooperatives, which is composed of approximately 1,700,000 farmer members, recommended that clear channel and other stations "which are found not to be serving the public interest" be denied renewal of license, and that FCC make it possible for "farmers in every part of the U.S. to receive a minimum of two primary signals day and night." He suggested that FCC consider relocation of "certain" clear channel stations; changes in antenna design to allow more stations to operate on the same wave length, and in-

(*Continued on page 72*)

Example

CROSS - EXAMINING Dr. Angus Campbell, assistant chief of the Agriculture Dept.'s Division of Program Surveys, at the FCC clear channel hearings last week, Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, asked of a question in the survey of rural listeners: "Don't you think that is a leading question?" Dr. Campbell wanted to know the definition of a leading question. "The one Mr. Caldwell just asked you," quipped FCC Chairman Paul A. Porter.

CIO PETITION ASKS HEARING ON WKRC

FCC hearing on alleged refusal of WKRC Cincinnati to permit a broadcast by the Catholic church on its labor position was asked in a petition filed by the International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO).

The union claims a violation of the censorship provisions of Section 1.192 of the Communications Act. WKRC is charged with having agreed to broadcast a series of programs by the Catholic Church on public issues. Three broadcasts were carried, it is stated, but the station said it could not be the vehicle for the views of the church on rights of labor.

FCC Grants 13 More FM Applications, Bringing Total Since War End to 279

THIRTEEN more FM applications were granted conditionally last week by the FCC, bringing to 279 the number of FM conditional grants since the war ended. At the same time the Commission designated for consolidated hearing 19 applications for the 17 available FM channels in Chicago.

Last week's grants included eight metropolitan and five community stations. Two of the metropolitan outlets may be designated as rural stations, the Commission indicated.

Following are the applicants for Chicago FM frequencies: Agricultural Broadcasting Co. (WLS); Amalgamated Broadcasting System; American Broadcasting Co. (WENR); Balaban & Katz Corp.; Chicago Federation of Labor (WCFL); Drovers Journal Publishing Co. (WAAF); Dual Engineering Corp.; International Union, United Automobile, Aircraft & Agricultural Implement Workers of America (UAW-CIO); Johnson-Kennedy Radio Corp. (WIND); Knight Radio Corp.; Lincoln-Belmont Publishing Co. and Myers Publishing Co.; NBC (WMAQ); Oak Park Realty & Amusement Co.; Raytheon Mfg. Co.; Telair Co.; Radio Station WAIT; Radio Station WGES; WJJD Inc.; Radio Station WSBC.

Following is a list of the grants:

City	Grantee	Type of FM Station
	CONNECTICUT	
New London	Thames Broadcasting Corp. (WNLC)	Metropolitan
	ILLINOIS	
Aurora	The Copley Press Inc. (WCBS) (Aurora Beacon-News Division)	Metropolitan
	MASSACHUSETTS	
Pittsfield	Eagle Publishing Co.	Community
	NEW JERSEY	
Asbury Park	Asbury Park Press Inc.	Community
Bridgeton	Eastern States Broadcasting Corp. (WSNJ)	Metropolitan
New Brunswick	Home News Publishing Co.	Community
Paterson	The Passaic Daily News	Community
	NEW YORK	
White Plains	Westchester Broadcasting Corp. (WFAS)	Community
Utica	WIBX Inc. (WIBX)	Metropolitan
	TENNESSEE	
Memphis	Hoyt B. Wooten (WREC)	Metropolitan, possibly rural
	VIRGINIA	
Lynchburg	Lynchburg Broadcasting Corp. (WLVA)	Metropolitan
Lynchburg	Old Dominion Broadcasting Corp.	Metropolitan
Winchester	Richard Field Lewis Jr. (WINC)	Metropolitan, possibly rural

Zenith Operating Profits For 6 Months $369,162

ESTIMATED operating profits of Zenith Radio Corp., for the six months period ending Oct. 31, amounted to $369,162 after depreciation, excise taxes and reserves, but not including federal income and excess profits taxes, were made known last week by E. F. McDonald, president.

Federal income and excess profits taxes are estimated at $279,113 net.

In releasing Zenith's figures Mr. McDonald pointed out the company has not been able to obtain parts and materials to enable it to operate at full production. Future shipments are expected to increase as materials are made available.

Best Promotion Plan Will Be Given Prize

COMPETITION among station promotion and publicity managers for best campaigns boosting the new transcription series *"The World's Most Honored Flights"* sponsored by Longines-Wittnauer Watch Co., was announced last week.

Awards will consist of scrolls for stations and watches for winning promotion managers. Board of judges will be Frank Burke, editor, *Radio Daily;* Reg Clough, editor, *Tide;* Lou Frankel, radio editor, *Billboard;* George Rosen, radio editor, *Variety*; Bruce Robertson, New York editor, BROADCASTING.

Contest closes May 15.

SPOTS IN THE MORNING?
SPOTS IN THE EVENING?
ASK A JOHN BLAIR MAN
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

•MEMO•
Must Contact
WBOC
Salisbury, Md.
One of America's
Finer Stations
MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

630 ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

Clear Channel

(*Continued from page 71*)

creased power for some local and regional stations.

Mr. Wieting's proposals, which he said had the approval of the Council's executive committee, also included:

1. Appointment by FCC of an advisory rural radio committee representing farm organizations, land-grant colleges, Dept. of Agriculture, "and other groups concerned with rural radio" to advise the Commission concerning needs and interests of rural people.

2. Revision of clear channel rules to permit "full-time operation, sufficient power, and improved facilities" for stations owned and operated by educational institutions. "Resources of these stations should be available to all farmers, but many of them cannot now hear these most valuable of all radio stations," he said.

3. Study by FCC of "the whole problem of the relation of AM broadcasting to the new FM broadcasting techniques"; reservation of 25% of the FM channels for "farms and other nonprofit organizations, small businessmen, veterans and those who are not now in a position to make application for FM stations"; requirement that rural FM stations be located "where they will serve the maximum number of farmers rather than the richest urban advertising markets" and that they provide "a truly rural program service."

4. Specific examination of the public service programming of all stations coming up for license renewal and adoption of "minimum" requirements—he said he had thought of 20%—for volume and character of public service programming, "especially farm programming for rural stations." Mr. Wieting suggested that "with respect to those radio stations primarily serving rural areas," the FCC should refuse to renew licenses of any which "have shown a failure to carry useful and serviceable programs of a sustaining character for the farm population at suitable listening hours" or which have repeatedly refused to sell good listening time to acceptable farm advertisers.

5. Use of FCC's influence insofar as possible to the end that "regular programs of a character comparable to the *National Farm and Home Hour* would be carried regularly by those stations which serve rural populations."

Wieting Says Council Disapproves of Superpower

Mr. Wieting said the Council "looks with disfavor on any proposals to attempt to solve the present lack of radio signals for the farmer by granting superpower in excess of 50 kw," but if 50 kw power for additional stations is necessary to serve certain rural areas adequately "this step might be considered as a last resort."

Mr. Wieting introduced tables, based on information from 22 council members, to show that 38% felt that clear channel stations in rural areas are carrying satisfactory farm programs, with 57% considering them unsatisfactory. Reasons for terming programs unsatisfactory included "inadequate number of information programs carrying market reports, weather reports, etc." (43%); "commercial programs crowd farm programs into less desirable times" (48%). Asked whether as many desirable listening hours are allocated for farm programs now as before 1939, 48% answered "yes"; 19% "no." About 19% said they were having difficulty securing sustaining or commercial time on the air.

He said WLW Cincinnati had switched its noontime *Everybody's Farm Hour* to a morning spot "still not heard by many busy farmers," and later added a noon program "which has been of some value to farmers but not nearly as valuable as *Everybody's Farm Hour*." WLW, he said also carries a 12:40-1:30 p.m. Saturday farm program. He contended that WKRC Cincinnati had switched a sponsored 12:30 p.m. farm program to "an hour so unsuitable for farmers that the program was discontinued by the farmers for lack of a listening audience." WKRC now has a 6:45-7 a.m. farm program daily.

He said KTSA San Antonio sold the time for an established farm program to another commercial program but restored it when "irate letters" were filed with FCC. WBAL Baltimore, he said, terminated four years of broadcasting livestock market quotations four days after it got its license for 50 kw operation in 1941. "It is now 1946 and WBAL is still operating as a clear channel station," he asserted. "It is pertinent to inquire if the FCC in considering relicensing this station will go into the question of the service this station is giving to agriculture." Mr. Wieting quoted J. F. Yaeger, assistant executive secretary, Michigan Farm Bureau, as saying, "In my opinion WJR Detroit meets none of the qualifications for which clear channel broadcasting is permitted."

Lauded by Mr. Wieting were WKAR East Lansing, Michigan State College station, which he said in the opinion of Mr. Yaeger "certainly warrants clear channel permits if any station does"; KFI Los Angeles which he said was described by A. W. Christie, field manager for the California Walnut Growers Assn. as "highly regarded by farmers generally"; KSL Salt Lake City, which he commended for its survey of farmer program and time preferences.

The Council official praised the *Survey of Radio Attitudes of Rural Listeners* undertaken by the Dept. of Agriculture and the FCC. He emphasized that seven out of ten rural radio owners sometimes turn off their radios for want of anything worthwhile to listen to; that program tastes of rural listeners differ sharply from those of urban listeners; that farmers' preferred listening times are being crowded with non-farm programs.

Louis H. Wilson, director of public relations, National Grange, Washington office, commended the

ALERT to testimony presented at clear channel hearings were these lawyers representing opposing interests (l to r): Paul D. P. Spearman, counsel, Regional Broadcasters Assn.; Louis G. Caldwell, counsel, Clear Channel Broadcasting Service; George B. Turner of Cravath, Swaine & Moore, counsel for Westinghouse Radio Stations Inc.; Fred Albertson also representing Westinghouse.

AT COMMISSION side of counsel table during clear channel hearings were (l to r): George P. Adair, FCC Chief Engineer; Rosel H. Hyde, general counsel (leaning forward); Harry Becker, Law Dept.; Carroll F. Pope, Law Dept.; James Sheridan, Economics Division; Dallas W. Smythe, Chief, Economics Division.

survey of rural radio attitudes and endorsed the statement presented by Mr. Wieting. He said he felt that the types of programs offered farmers are not particularly fitted to their needs; that the time element of the programs is not advantageous, and that some stations trying to serve the farmer are not getting proper consideration.

He pointed out that the Grange in a resolution last year complained that farmers are discriminated against as to clear-channel time. Asked by Mr. Caldwell whether the Grange did not go on record in 1941 and 1942 in opposition to a breakdown of clear channels, he said the later resolution would "have to speak for itself" as to whether it represented a reversal of previous Grange attitude. He said the Grange had not formally endorsed Mr. Wieting's proposals but that it had gone on record in favor of improved program service for rural listeners.

Russell Smith, legislative secretary, National Farmers Union, proposed use of clear channel frequencies by regional and local stations for improved service to farmers, or, as an alternative, government operation of clear channel stations. He laid at FCC's door much of the blame for radio's alleged failure to provide adequate service to farmers, asserting that the Commission's decision in the transfer of WLW Cincinnati from Powel Crosley Jr. to Aviation Corp. "indicates an excessive timidity on the part of the Commission in interpretation of the Communications Act."

"It is our view that if cleared channel stations are to be operated, the Government itself might well operate them," he declared, suggesting they be used to broadcast debates of Congress.

If operation of clear channel stations is to remain in private hands, he proposed that the FCC "cause their relocation at points so distributed over the country as to bring to rural listeners the benefits of such stations." Parenthetically, he suggested that the Commission give priority to FM applications "from areas most in need of service," to avoid "a concentration of these facilities of the kind that has occurred in cleared channel broadcasting."

Mr. Smith said the decision in the WLW case "seems to me to sum in itself all of the or most of the attitudes" responsible for radio's having "fallen far short of meeting the needs of farmers." The Communications Act, he said, gives the Commission authority "that it has never adequately exercised."

Definition of Public Interest 'Meaningless'

FCC's "passivity of attitude toward close regulation," he declared, renders "meaningless" its attempts to define "operation in the public interest."

"At one point (in the WLW case), an officer of the transferee expressed the view that a '100%' commercial station might still render adequate public service," he asserted. "While this appeared to shock some members of the Commission, the difference between this officer's view and that of the Commission apparently is only a difference of percentage points. For example, the Commission reached the conclusion that 'the public interest will not be adversely affected by adhering to past practices,' but at the same time it indicated that it was so dubious of this very conclusion as to propose 'the promulgation of a uniform rule for future transfer cases,' to ask Congress to clarify its intent, and later to order the conduct of the proceedings in which this statement is made."

Mr. Smith said the FCC "glancingly" expressed the view that "the theory of competition . . . underlies the Communications Act," but that "in our view the priority of the public interest is the basic underpinning of the Act."

"It is our contention," he asserted, "that there exists no instance where a commercial radio station is not operated for 'financial profit'—and the fact that the industry last year earned more than 100% of its original cost of the physical plant and more than 200% of its depreciated cost appears to lend some substance to our conviction. . . ."

He contended that "the WLW case discloses an extraordinary reliance upon statements of interested parties, to the exclusion of independent evidence or provable facts," and that "there appears little doubt . . . that the purpose of the Communications Act to prevent the acquisition of a vested interest in frequencies has not been achieved. . . . This failure of active custodianship of the air is reflected in the WLW opinion in the concern of the Commission lest its actions disturb the very profit level that indicates virtually complete commercialization of private broadcasting. For example, the Commission said that to ignore precedent by a denial of the application would 'create a chaotic situation in the broadcast industry which . . . would cast doubt on the status of a great many licenses when they next come up for renewal.' It is our view that the shadow of such doubt should be cast upon every application for renewal . . ."

"Where regulation is largely a fiction it is worse than no regulation," he asserted. ". . . Such unregulated competition ultimately will invite government ownership of the broadcasting industry, for that industry is the object of a unique experiment in government. . . ."

Tables Compare Sets In U. S. and Europe

Chairman Porter challenged the logic of some of Mr. Smith's reasoning in support of the charge of "excessive timidity" on the part of the Commission. He also asked Mr. Smith whether he made any attempt to intervene in the WLW case. Mr. Smith replied he hadn't been aware that he had the right.

Mr. Smith said questionnaires to Farmers Union members brought reports of unsatisfactory farm program service and in some cases dissatisfaction with station rates.

Submitting tables comparing the number of receiving sets in the U.S. with those in European countries, he noted that Great Britain, "where broadcasting is strictly a public function," had 197.6 sets per

(*Continued on page 74*)

KOIN
We Work Today for the Northwest's Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

FRIENDS
"TO MAKE A FRIEND, YOU MUST BE ONE." TWENTY YEARS OF SERVICE TO FARMERS IN KANSAS AND ADJOINING STATES HAVE MADE US THEIR FRIEND.
WIBW The Voice of Kansas in TOPEKA

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY-REED CO.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City

FOUR TOP MARKETS!
Central Kentucky
WLAP Lexington, Ky.
Amarillo
KFDA Amarillo, Tex.
The Tri-State
WCMI Ashland, Ky. Huntington, W. Va.
Knoxville
WBIR Knoxville, Tenn.
All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Clear Channel

(*Continued from page 73*)

thousand while 15 states in this country had less than 176 per thousand. He said Finland paid a radio tax on more sets per thousand in 1943 than there were radio homes per thousand in seven American states and that therefore "a question may well arise concerning whether the greater popularity of the American as compared with foreign systems of broadcasting can be proved from radio receiver figures." Of the 26 American states ranking lowest in number of sets, he said, 24 "are predominantly rural." The tables, he asserted, illustrate the "fallacy of the view that listener circulation in the U.S. has substantially reached the saturation point."

Mr. Smith proposed that clear channel stations be required to devote at least a half hour in the early morning and also between noon and 1 p.m. and at night not later than 10 p.m. "for the carriage of noncommercial agricultural programs"; that the FCC investigate "the history of the clearing of channels for present cleared channel stations" to determine the extent to which they are committed to the service of rural listeners; that FCC submit to Congress "definite proposals for eliminating the control of broadcasting stations by giant aggregations of wealth and for limiting the accessibility of great corporations through the networks to a position of dominance over the minds of the people"; that FCC ask Congress for funds for an investigation of rates charged by stations, of rates paid by networks to stations, and of practices of networks in relation to station programming because, he said, "if present trends continue" the FCC will be forced into regulation of such rates and practices; that FCC adopt a policy of "aggressive protection" of the public interest in the renewal of licenses and establish a "comprehensive and stringent set of minimum standards of public service to be used in judging the performance of a broadcaster."

Only One Session Held on Wednesday

On Wednesday the Commission held only one session to enable it to conduct its regular weekly meeting. Testimony opened with a presentation by Robert J. Coleman, director of WKAR, operated by Michigan State College at East Lansing as a Class II station using a clear channel.

Mr. Coleman said that WKAR, "a typical noncommercial educational or public service station," has been a pioneer in programming, broadcasting farm courses as early as 1925. The station operates 12 hours a day for six days and five hours on Sunday.

In the field of agriculture, he said, the station probably provides as complete a service as any in the nation, devoting 12¾ hours in a typical week to farming and home economics. He testified that 31% of all "talk hours" on the station are given to agriculture.

Citing the scope of its service to farmers, he said the station's position in the state is "unique" in that facilities for obtaining agricultural information are concentrated at the college and that 73% of the state's farms are within 100 miles of the antenna. However, he asserted, the station's service has been hampered by the present rules and expansion is impossible under its present assignment.

GODLEY GOT his point across to this group in the pre-hearing discussions: (l to r) Murray G. Crosby, engineer associated with Dr. Edwin H. Armstrong, FM inventor; Philip G. Loucks, Washington attorney and president of Federal Communications Bar Assn.; George P. Adair, FCC Chief Engineer, and Paul F. Godley, associated with Paul Godley Co., consulting engineers, Montclair, N. J.

Coleman Says Educators Are Keeping Pace

He related that the station had to relinquish a 6 o'clock morning program it had built up because WWL New Orleans, the dominant station on its frequency (870 kc), objected and the Commission ruled that WKAR would have to confine its operations from sunrise to sunset. "At a time when our service is most valuable to the farmer," he said, "we are unable to give it. This because, under the present rules, a station which is approximately 1,000 air miles away and with no interest in our state, is able to determine what shall be done in Michigan."

As a daytime station, he added, the station's broadcast schedule is shortened in the months from September through April when the greatest amount of program material is available because the college and the schools are in session. "Under our broadcasting assignment," he said, "we have fewest hours at the times when we have most programs and, inversely, when summer vacations limit our materials we have most hours."

Mr. Coleman declared that educational broadcasting "has grown up and is keeping pace with the best that radio has to offer . . . They can no longer be ignored or brushed aside as being of minor consequence."

Questioned by Commissioner Durr, he said that FM would not give the station the coverage it needs to do an adequate job.

In reply to questioning by Chairman Porter he said that WJR Detroit, the only clear channel station in the state, broadcasts a 30 minute program every morning and a program on Saturday morning, which comprise its farm service to Michigan.

Under cross-examination by Mr. Caldwell, he said, the station's position "is purely one of being given an opportunity to give the kind of service we'd like to give.

"The thing I'm objecting to," he added, "is that a New Orleans station, which has no interest in Michigan, can tell us how far we can broadcast."

To other questions by Mr. Caldwell, he said that Michigan farmers are interested in the football and basketball games broadcast by the station and that the daily religious programs are confined to music and hymns as a matter of policy.

Questioned by Andrew G. Haley, counsel for ABC, he said the station carries the network *Home and Garden Hour*.

Recalled to the stand, Russell Smith, who testified the previous day for the National Farmers Union, said under cross-examination by Mr. Caldwell that his organization counts as its membership 150,000 which includes families of members.

Questioned concerning his testimony regarding the Commission's power as to the use of frequencies, he said he believed the Commission has the authority to set up rules requiring stations to devote suitable time for farm programs.

Asked by Mr. Caldwell whether he did not think network programs were important to rural listeners, he said: "I think that some things are more important than network programs."

"Such as?" Mr. Caldwell asked.

"Such as public interest," he replied.

"How would you define 'public interest'?" Mr. Caldwell asked.

"That would be hard to define," he answered.

Questioned as to the authorship

of his prepared statement the previous day, he said he had written the statement. He added that in his newspaper experience in Washington he had covered the old Federal Radio Commission, that he has been an admirer of Mr. Caldwell and regretted his departure from the public service.

John K. Claxton, an attorney of Butte, Mont., appearing "in behalf of the people of Montana" and with the authority of the Governor of Montana, urged duplication of clear channels in order to make use of frequencies "which have been wasted in large parts of the country."

Saying he was opposed to Montanans having to listen to distant stations, he said: "We want it to be possible to contact our own people through our own stations without having to go outside the state or into Canada." He said KSL Salt Lake City, KOA Denver, and KFI Los Angeles are the principal high power stations heard in the state.

Questioned by Mr. Caldwell, he said he is legal counsel for KGIR Butte. When Mr. Caldwell asked whether Ed Craney was not principal owner of the station, he agreed that is the case.

"Hasn't Mr. Craney resisted efforts for a second station in Butte?" asked Mr. Caldwell.

"At times," he replied.

When Chairman Porter suggested that Mr. Craney could be subpoenaed if Mr. Caldwell desired to question him, Mr. Spearman interposed: "If Louis Caldwell wants to take a crack at Ed Craney, I'll produce him."

Thinks Type of Service Should Be Improved

To further questioning, Mr. Claxton said he preferred to hear *Charlie McCarthy* over a local station than from a distant station.

When he was asked whether rural listeners should be deprived of network programs simply because they were broadcast from distant stations, he said: "I think the type of service in Montana should be so improved that people should want to get most of their programs from Montana stations."

A. James Ebel, executive secretary of the National Assn. of Educational Broadcasters and assistant professor of electrical engineering, U. of Illinois, urged the Commission to revise the rules regarding clear channel stations so that full-time operation, sufficient power and improved facilities be made possible for educational stations.

He said the educational broadcasters "accept without qualification" the American system of broadcasting "and at the same time believe that educational stations fill a need which is a weak spot in the American pattern."

He recommended that (1) clear channel stations be confined to their primary service areas, (2) that protection be given where it is shown that there would be a loss of rural service as a result of a breakdown of a clear channel and where it is not possible to equal or better this rural service by the addition of new stations, (3) that wherever feasible educational stations be given Class II assignments on clear channels to provide adequate service to submarginal areas and to meet the need for the educational programs which are usually "economically submarginal" for the commercial station.

Questioned by Caldwell On Rural Service

Questioned by Mr. Caldwell as to whether increased rural service could not be provided if the clear channel stations are given greater power, he said: "The only reason we're appearing is that we don't think it will turn out that way."

He said that WILL Urbana, operated by the U. of Illinois, would like to cover the state, day and night. The station is now limited to daytime operation, using the frequency 580 kc.

Bert Georges, general manager of WHEB Portsmouth, N. H., requested permission to submit a statement by the Governor of New Hampshire, Charles M. Dale, who owns WHEB. Mr. Caldwell objected to this procedure, declaring there has been a concerted effort on the part of regional stations to influence the hearings.

Asked by Chairman Porter whether he had specific evidence of this, he said he had received information directly from one broadcaster that Mr. Craney was directing opposition in Montana to the clear channels.

Chairman Porter ruled that the Governor may submit his statement as a letter to the Commission but that it could not be received as testimony at the hearing.

Howard L. Bevis, president, Ohio State U., and chairman, Radio Committee, Assn. of Land Grant Colleges and Universities, presented to the Commission a symposium of the views of the Land Grant colleges on the question of clear channel service. Translating these views into recommendations, he advocated:

1. That the present clear channel system be modified.
2. That the system not be completely abandoned.
3. That clear channel stations giving exclusive coverage to remote rural areas be protected.
4. That clear channel stations serving areas also covered by other stations be afforded protection only for their exclusive coverage areas.
5. That the Commission examine operations of clear channel stations given protection to serve rural areas in order to insure that programs are designed to serve listeners in these areas.
6. That the Commission not overlook radio needs of organized farm groups to serve both their members and rural listeners generally.

Last witness Wednesday was Robert C. Higgy of Ohio State U., who presented a study of skywave reception of WBAP-WFAA Dallas at Columbus. The University station, WOSU Columbus, he explained, operates on 820 kc, limited time, to sunset at Dallas and it was desired to determine the extent of interference from Dallas following sign-off time were WOSU be permitted to operate.

The study showed, he testified, that during the first half hour after sunset at Dallas, WOSU would be limited to 9.3 millivolts per meter and during the first hour after sunset the limitation would be 11.6 millivolts per meter.

Assuming that transmission conditions were the same in both directions, he said, the stations would be limited to 2.35 millivolt per meter contour during the first half hour after sunset at Dallas and to 2.93 millivolts per meter the first hour after sunset.

He recommended that the Commission consider the advisability of permitting limited time stations to operate beyond sunset where serious interference would not develop or where it may be desired to reduce the protection given to a dominant station.

Questioned by Mr. Spearman, he said WOSU could operate with a directional antenna without interfering with the primary service area of WFAA-WBAP.

Testimony on Studies Tuesday Morning

When Mr. Caldwell asked whether this type of questioning were to be permitted, Chairman Porter quipped: "Mr. Spearman is just trying to inform the Commission of the phenomena of the directional antenna."

On Thursday, the hearings opened with testimony on studies assigned to the three technical commitees concerned with problems of determination of satisfactory signal, objectionable interference, and distances delivered by various signal strengths.

Edward W. Allen Jr., assistant chief of the FCC Technical Information Division, presented the report of Committee I, of which he is chairman. He said the committee studies covered three phases: (A) atmospheric noise levels to be ex-

(*Continued on page 76*)

WCKY

the 50,000 watt voice of Cincinnati

not just one...
OR TWO—OR THREE
But SIX IMPORTANT FACTORS
Make the El Paso Southwest
A truly GREAT MARKET
1. CATTLE—the finest cattle country in America.
2. COPPER—over 20% of America's production is in this vast area.
3. COTTON—the nation's highest cotton yield per acre.
4. TOURISTS—America's all-year playground on the sunshine border.
5. MEXICO—here's the gateway for imports and exports to Mexico.
6. SMALL INDUSTRIES—50 different industries provide diversified payrolls.
KROD
Harrison D. Roderick, Owner
Val Lawrence, Manager
600 KC 1000 Watts
EL PASO, TEXAS
Howard H. Wilson Co.
Nat. Rep.

WMBD
PEORIA
Chicago 155 Mi.
Met. Peoria Pop. 200,000
Peoriarea Pop. 614,200
St. Louis 178 Mi.
5000 Watts
CBS Affiliate
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

The PACIFIC NORTHWEST means
SEATTLE TACOMA
KIRO
The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE, WASHINGTON
Represented by FREE & PETERS, Inc

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & CO.

GATEWAY TO THE RICH TENNESSEE VALLEY
CBS AFFILIATE
PAUL H. RAYMER CO.
National Representative

WLAC
50,000 WATTS
NASHVILLE

The Largest
TRANSCRIPTION LIBRARY
OF
AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

The San Francisco BUY for 1946
560 KC KSFO Mark Hopkins
Universal Network's Key Station for Northern California

SELL THE BOOMING HARD COAL REGION
WAZL
HAZELTON
PENNSYLVANIA
NBC • Mutual

Clear Channel

(*Continued from page 75*)

pected throughout the U. S., (B) levels of man-made noise in towns and cities, (C) determination of satisfactory signal to noise ratios for a broadcast service.

Mr. Allen testified that the committee has been unable to complete its work and would issue a supplementary report at a later time. In the meantime, he reported on the status of the three phases studied and relayed the Committee's recommendation that it be permitted to function in its present form until its studies are concluded.

He reported that certain contour maps required in connection with studies of day and night noise will be completed by Feb. 15. In connection with studies on signal to noise ratios, he said further tests are necessary and may require three to six months for completion.

Willmar K. Roberts, assistant chief of the FCC Laboratory Division, chairman of Committee II, reported on the results of studies to determine what constitutes objectionable interference between the signals of radio stations as contrasted to investigations by Committee I to determine interference from static or man-made noises.

The committee concluded, he testified, that the RSS Rule (root-sum-square) for computing interference needs to be improved in order to eliminate "certain anomolous occurrences." He added that the majority of the Committee tend to favor the principle applied by the so-called "Db Rule" but have not agreed on the final form of a proposed rule.

Commission Asks Caldwell To Present His Case

Dr. L. P. Wheeler, chief of the FCC Technical Information Division and chairman of Committee III, reported his Committee's recommendation that a ground conductivity map, which would require six man-months of engineering time to prepare, is essential to the satisfactory completion of its assignment and should be undertaken as soon as possible.

He testified that the "best answer" to the whole problem of determining distances "to which and over which" various signal strengths are delivered, would appear to depend on correlating the results of the work of Committee I with Committee III.

"For a satisfactory determination of the boundaries of areas of violent fading," he reported, "and of interference between closely spaced stations, more field strength measurements at distances of from 50 to 250 miles from the transmitter are necessary. Hence, in addition to a continuing study of the data at hand, the committee recommends the initiation of a recording project to supply this deficiency."

The Commission then called upon Mr. Caldwell to present the case for the clear channel group. Declaring that the issues in the deliberations all go back to the present engineering standards of the Commission and that the program surveys in rural areas were determined upon over his objections, Mr. Caldwell introduced as his first witness Percy H. Russell Jr., his partner and a member of the firm of Kirkland, Fleming, Green, Martin & Ellis, Washington radio lawyers.

Mr. Russell identified a comprehensive series of exhibits which Mr. Caldwell introduced into the record (see story this page). The documents included a study of radio advertising rates which were offered to provide a comparison between fees charged by clear channel stations and regional stations. The data indicated, said a statement released at the hearings by the Clear Channel Broadcasting Service, that size of city, network affiliation, power and frequency have a greater effect upon the level of rates than whether a station operates on a clear channel.

Mr. Russell's testimony, the CCBS statement said, "was offered to controvert frequent charges that clear channel stations invariably enjoy higher rates because of their use of an exclusive frequency."

"The most important factors in the determination of rates and, consequently, earnings of broadcast stations," the statement continued, "are the size of the city in which the station is located; whether the station is affiliated with NBC or

Proponents of Clear Channels Introduce Series of Exhibits

A SERIES of exhibits in support of proponents of the clear channels was introduced into evidence at the FCC hearings last Thursday when Louis G. Caldwell, counsel for the clear stations, took up the case for the exclusive frequency stations. Offered as basic testimony for discussion when the hearings resume April 15, the documents were identified by Percy H. Russell Jr., of Mr. Caldwell's law firm, as follows:

Exhibit 26: Chart showing total national income.

Exhibit 27: Chart showing total amounts spent for advertising (1924-1944).

Exhibit 28: Graph showing annual index of advertising volume covering five major media (1922-1944).

Exhibit 29: Chart showing broadcast revenues of networks and stations (1937-1944).

Exhibit 30: Tables showing comparison of night hour and quarter hour rates between 50 kw clear channel stations and regional and local stations by classes, frequency and power in the same metropolitan areas.

Exhibit 31: Tables listing night hour and quarter hour rates of 50 kw clear channel stations and regional and local stations in the same metropolitan area.

Exhibit 32: Data listing night hour and quarter hour rates of 50 kw clear channel stations and regional and local stations in the same metropolitan district (classified according to size of metropolitan district).

Exhibit 33: Analysis of night hour and quarter hour rates of regional and local stations in metropolitan districts that have no 50 kw clear channel stations (showing population, power, stations above and below 1,000 kc and network affiliations).

Exhibit 34: Data showing average night hour and quarter hour rates of regional and local stations in metropolitan districts that have no 50 kw clear channel station.

Exhibit 35: Similar data classified according to size of metropolitan district.

Exhibit 36: Data listing average night hour and quarter hour rates of regional and local stations in metropolitan districts.

Exhibit 37: Similar data classified according to size of metropolitan district.

Exhibit 38: Analysis of night hour and quarter hour rates of full time Class I B and Class II stations with power less than 50 kw in metropolitan districts.

Exhibit 39: Data listing average night hour and quarter hour rates of full time Class I B and II stations with power less than 50 kw and located in city districts.

Station Number Chart

Exhibit 40: Chart showing number of stations (by classes) in metropolitan districts having rates higher than various classes of 50 kw clear channel stations.

Exhibit 41: Chart showing call letters, locations and nighttime rates of stations in metropolitan districts having rates higher than 50 kw clear channel stations.

Exhibit 42: Analyses of population within 150 mile radius of 23 cities having clear channel stations.

Exhibit 43: Analyses of population within 100 mile radius of 23 cities having clear channel stations.

Exhibit 44: Analyses of population within metropolitan districts of 23 cities having clear channel stations.

Exhibit 45: Analyses of population within 150 mile radius of 23 cities having clear channel stations (excluding their metropolitan districts).

Exhibit 46: Analyses of employed population within 150 mile radius of Pittsburgh, within the Pittsburgh metropolitan district, and within 150 mile radius of Pittsburgh excluding the metropolitan district. (Similar analyses for other cities have not been completed, Mr. Russell explained.)

Exhibit 47: Data showing percent of all farms in states and geographic regions of U.S. that produced, owned or sold agricultural commodities or products in 1940.

RIDING HIGH atop Minneapolis' famed Foshay Tower will be the TV and FM antennas of WTCN Minneapolis. C. T. Hagman, WTCN vice president and general manager, said construction will start as soon as FCC approval is granted. Tip of 80-foot mast will be 528 feet above ground, permitting FM service over 84-mile radius.

CBS; its operating power and position on the dial. The exhibits cast doubt upon the assertion so frequently made by those desiring to restrict further clear channels, that use of a clear channel is in itself the sole measuring stick of earnings."

The inclusion of WJZ New York in one of the exhibits as a Class IB station brought vigorous objection by ABC's counsel, Mr. Haley. Mr. Caldwell explained that the classification was only for the purpose of the exhibit and was followed because WJZ's frequency is now also used by KOB Albuquerque, N. M. Mr. Haley protested that he did not want the station "reclassified."

Russell Continues On Thursday Afternoon

"The infirmity which you pointed out will stand," Commissioner Walker, who was presiding, ruled, "and the exhibit will be accepted for what it is worth."

Identifying other exhibits, Mr. Russell said the data showed that regional stations below 1,000 kc have higher advertising rates than those above 1,000 kc.

When he asserted that his data indicated that population of cities have a great effect on station rates, Mr. Hyde suggested that the Commission would interpret the exhibits.

Mr. Russell, continuing his testimony in the Thursday afternoon session, explained that the analyses of population in and near cities having clear channel stations were made according to counties. Where the specified area included less than half of a county, the population of that county was not used; if the specified area included more than half of a county, the population of the entire county was used.

Dr. Forest L. Whan, U. of Wichita teacher and radio researcher, reviewed results of his "1945 Iowa Radio Audience Survey," [BROADCASTING, Jan. 7], giving particular attention to comparative results from interviews with urban, farm and village residents.

Mr. Caldwell introduced several exhibits including Dr. Whan's 1944 Iowa survey, 1944 Kansas survey, 1944 Oklahoma survey, 1945 WGN Chicago survey, 1945 WJR Detroit survey, a WJR measured coverage map, and a booklet on "Daytime Serials and Iowa Women" by Leda P. Summers, based on a 1942 Iowa audience survey by Dr. Whan. Dr. Whan was examined only on his 1945 Iowa survey before the hearings were adjourned to April 15.

Following a plan of "random sampling within controlled areas," Dr. Whan said, the 1945 Iowa survey was made in April-May with 7,454 families interviewed. The number of farm families questioned was almost identical with that of city families—3,059 farm and 3,079 city—and the rest lived in villages of less than 2,500 inhabitants. One listener per family was interviewed.

Urban, village, and farm listeners all preferred the farm programs of WHO Des Moines, but this popularity was greater among farm listeners; 49.7% of all farm interviewees said they preferred WHO, against 16.3% of all urban listeners. Among the farm listeners 13.4% said they do not usually hear farm programs; among urban listeners the number was 64.4%.

Peaks Found for Urban, Village, Farm Listeners

Listening peaks for urban, village and farm residents were found, "by and large," to be at the same hours during the day, Dr. Whan reported in reply to a question by Mr. Caldwell.

Dr. Whan pointed out that 90.1% of farm women, 87.7% of village women, and 85.3% of city women said they thought radio in that area is doing "a good job." Similar belief was reported by 88.2% of the farm men, 87% of village men, and 87.1% of urban men. Asked by Mr. Caldwell if the tables didn't show that more farm than village or city residents think radio is doing a good job, Dr. Whan agreed but added that the differences between replies of male listeners are so small "that it probably comes within the margin of error."

In response to the question, "Can radio give the listener better service in Iowa?" the survey showed that 24.8% of urban women and 28.6% of urban men replied "Yes" as compared with 18.8% of farm women and 21.2% of farm men.

Mr. Hyde pointed out that farm residents more than any other group failed to give any answer to the question: 37.8% of farm women and 39.2% of farm men did not reply, against 10.9% of urban women and 9.8% of urban men. Under questioning by Mr. Hyde, who pointed out that data on the number of farmers making suggestions for improvements in radio service were not included, Dr. Whan conceded that his table on "suggestions" would be "weighted by the preponderance of the city responses."

Replying to a question by Chairman Porter, Dr. Whan said it was his conclusion that "the people who are not satisfied with radio couldn't agree on what should be done" for improvement. He said he had found no group in agreement on what they wanted done to improve farm programs.

Dr. Whan was queried by Commissioner Denny about his opinion of the BAE survey of rural attitudes, presented earlier in the proceedings. "Was the BAE survey workmanlike?" Commissioner Denny asked.

"I'd like to make my answer in four or five parts—and I'd rather not make it at all," Dr. Whan replied. He added that he thought "the sample is good" but that he was "surprised" by two factors in it: the "small sample in the East," and the interviewing of two persons in a home. He explained, however, that the differences in eastern and midwestern attitudes might be so slight that the small eastern sample would not affect the general results. He said that when his survey and the BAE study asked similar questions, their findings were not inconsistent.

"Do you think the Commission can safely rely on the BAE survey?" Commissioner Denny inquired.

"I'm sorry, I can't answer that question," Dr. Whan asserted.

Under questioning by Mr. Caldwell, he said he found "some" significant differences in urban and farm preferences concerning program types—and also found parallels in preferences. Among differerences he listed local programs (preferred by more farm than city residents); and variety shows and popular music programs (preferred by more city residents).

In reply to questions from Mr. Hyde regarding the margin of sampling error in the survey, he said he did not have that information available with him but that "it would fall within the accepted chart on probable error in sampling."

Discussing the method of conducting his surveys, he said personal interviews were obtained in all villages and urban centers, while the farm questionnaires were passed out by superintendents of rural high schools to be answered by an adult in the home and returned by school children. This use of school children, started during the war, has been found "very satisfactory," Dr. Whan declared. When Mr. Caldwell noted that the Whan survey was "twice as large" as the BAE study, Dr. Whan agreed that his was larger and added that he did not consider size alone the major factor in a survey's value.

Dr. Whan's testimony was the last before the hearings were adjourned. Chairman Porter said he would be recalled when sessions resume.

WJHP
JACKSONVILLE FLA
NORTHERN FLORIDA'S BEST RADIO "BUY"
• Send for Details •
Represented by JOHN H. PERRY ASSOCIATES

Vancouver's CKWX
First IN CANADA'S THIRD MARKET
1000 WATTS GOING TO 5000
Mutual Network
REPRESENTED BY WEED and Co.

PHILADELPHIA'S LARGEST Sports AUDIENCE!
WIBG
10,000 WATTS DAY & NIGHT

The SCHOOL of RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
For Full Details, Request Booklet B.
NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Ave.

ACTIONS OF THE FCC

JANUARY 10 to JANUARY 17

Decisions . . .

ACTIONS BY COMMISSION
JANUARY 11

WOW Radio Station WOW Inc., Omaha, Neb.—Upon consideration of request filed by WOW, FCC ordered that time within which station may file application for license renewal be extended to and including 2-17-46 (action taken 1-9-46).

SCHEDULED oral argument for 1-24-46 before Commission en banc on proposed findings on following cases: Calumet Broadcasting Corp., Hammond, Ind.; Broadcasting Service Organization Inc. (WORL), Boston; KGKO Broadcasting Co., Carter Publications Inc. (WBAP), Fort Worth, Tex., and A. H. Belo Corp. (WFAA), Dallas, Tex. (action taken 1-9-46).

Mon-Yough Broadcasting Co., McKeesport, Pa.—Ordered that application for new station 1360 kc 1 kw unl. be designated for hearing in consolidated proceeding with applications of Beaver County Broadcasting Corp., McKeesport Radio Co., Booth Radio Stations Inc. and Harold F. Gross d/b The Southwestern Michigan Broadcasting Co. (action taken 1-5-46).

Harold F. Gross d/b The Southwestern Michigan Broadcasting Co., Kalamazoo, Mich.—Ordered that application for new station 1360 kc 1 kw DA unl. be designated for hearing in consolidated proceeding with applications of Beaver County Broadcasting Corp., McKeesport Radio Co., Booth Radio Stations Inc. and Mon-Yough Broadcasting Co. (action taken 1-5-46).

IN MATTER of promulgation of rules and regulations concerning procedure to be followed by Commission in passing upon assignments of license or transfer of control of corporate licensees, the Commission, upon consideration of request filed by NAB for 30 day extension of time within which to file briefs in proceedings (Docket 7071), ordered that request be granted and time extended to 2-16-46 (action taken 1-9-46).

JANUARY 16

AMENDED Rules and Regulations by repealing sections 1.381 and 1.382 and substituting therefor new Rules and Regulations, sections 1.381 through 1.388. These rules become effective immediately except sec. 1.388 which had been promulgated as proposed rule in accordance with decision in AVCO case. Sections 1.102 and 1.271 also were amended by addition of footnotes. Text of matter of page 80.

JANUARY 16
(Reported by FCC Jan. 17)

ADOPTED Order 130-B, amending Order 130-A, to make available for amateur operation two additional frequency bands—420-430 mc, 1215-1295 mc. Peak ant. power on 420-430 mc is limited to 50 w. Order is effective immediately.

KFRE J. E. Rodman, Fresno, Cal.—Ordered that application for CP increase 250 w to 1 kw and change 1340 kc to 1060 kc be designated for hearing in consolidated proceeding with application of KARM, The George Harm Station, Fresno, Cal.

KARM The George Harm Station, Fresno, Cal.—Ordered that application of KARM to change 1430 kc to 1030 kc and make changes in DA, be designated for hearing in consolidated proceeding with KFRE application.

Texoma Broadcasting Co., Darrold Alexander Cannon t/r Wichtex Broadcasting Co., Wichita Falls, Tex., and John C. McCormack et al d/b Oklahoma Television & Broadcasting Co., Tulsa, Okla.—Ordered that these applications be designated for hearing in consolidated proceeding: Texoma for 970 kc 1 kw D; Wichtex for 990 kc 1 kw D, and Oklahoma T & B for 990 kc 1 kw DA unl.

Southern Illinois Broadcasting Co. Inc., Centralia, Ill., and KFVS Oscar C. Hirsch t/r Hirsch Battery & Radio Co., Cape Girardeau, Mo.—Ordered that applications for CPs to operate in their respective cities on 960 kc with 1 kw unl. be designated for hearing in consolidated proceeding.

WHEC WHEC Inc., Rochester, N. Y.—Denied petition to sever its application from a consolidated hearing with applications of Albany Broadcasting Co. and Fort Orange Broadcasting Co. Inc. and grant its application without hearing.

Mack Radio Sales Co., Camden, N. J.—Ordered that petition of Mack Radio Sales Co., intervenor in proceedings re applications of WTNJ et al (requesting that FCC enter its order reopening record in matter of application of City of Camden for license renewal, setting application for further hearing and authorizing Mack Radio Sales Co. to adduce testimony concerning changes in conditions since 11-19-41), be held in abeyance pending submission within 20 days from 1-16-46 of (1) a detailed tender of proof of events occurring after close of hearing in this cause on 11-19-41 to be introduced in support of allegations in petition; and (2) showing of respects in which such evidence, if introduced at reopened hearing, would be material and not merely cumulative, and would, if proved, substantially alter proposed decision in this cause.

WLDS Jacksonville, Ill.—Granted vol. assgn. license from Robert Stephenson, Milton Edge and Edgar J. Korsmeyer d/b Stephenson, Edge & Korsmeyer, to Milton Edge and Edgar J. Korsmeyer d/b Edge & Korsmeyer. Stephenson receives $12,000 for his one-third interest.

Atlantic Shores Broadcasting Ltd. and Southern Media Corp., Coral Gables, Fla., and Miami Beach Publishing Co. Miami Beach, Fla.—Designated these three applications for consolidated hearing, all requesting new station 1490 kc 250 w unl.

News Journal Corp., Daytona Beach, Fla.—Granted petition requesting designation of its application for new station 1340 kc 250 w unl. in consolidated hearing with two other applications for same frequency at Daytona Beach, Fla., scheduled 2-16-46.

UPON consideration of request from National Foundation for Infantile Paralysis Inc., Commission has granted waiver of requirements of sec. 3.406 of Rules & Regulations respecting station identification announcements applicable to all stations carrying broadcast commemorating late President Roosevelt's birthday 1-30-46, to be broadcast 11:15-12 midnight.

GRANTED 12 additional FM stations making total of 278 conditional grants to date. See table page 71. At same action 19 applications for metropolitan stations in Chicago area were designated for hearing.

800 kc

NEW-AM Dixie Broadcasting Co., Montgomery, Ala.—Granted CP for new station 1 kw D.

1050 kc

NEW-AM Edmund Scott et al d/b San Mateo County Broadcasters, San Mateo, Cal.—Granted CP for new station 250 w D.

1140 kc

NEW-AM Pekin Broadcasting Co. Inc., Pekin, Ill.—Granted CP for new station 250 w D.

1400 kc

NEW-AM Indian River Broadcasting Co., Fort Pierce, Fla.—Granted CP for new station 250 w unl.

NEW-AM Fort Lauderdale Broadcasting Co., Fort Lauderdale, Fla.—Same.

1410 kc

NEW-AM Oil Center Broadcasting Co., Odessa, Tex.—Granted CP for new station 1 kw DA unl.

1420 kc

WFCI Pawtucket Broadcasting Co., Pawtucket, R. I.—Granted CP change operation from 1 kw DA unl. to 5 kw DA unl.

JANUARY 17

EFFECTIVE immediately FCC advises that certain restrictions imposed on use of 550 kc and 560 kc by AM stations, particularly in coastal areas, have been removed. Details on page 84.

ANNOUNCED proposed findings of fact and conclusions looking toward grant of application of Air-Waves Inc. for new station at Baton Rouge, La., on 1400 kc with 250 w, and denial of application of Louisiana Communications Inc., seeking same facilities.

ACTIONS ON MOTIONS
JANUARY 14
By Comr. Walker

Valley Broadcasting Association Inc., McAllen, Tex.—Denied without prejudice petition requesting that consolidated hearing upon its application and that of Howard W. Davis et al be removed from Dallas, Tex., where it is now scheduled Feb. 6-9, to McAllen, Tex. (action taken 1-12-46).

Bleecker P. Seaman and Carr P. Collins Jr. d/b Seaman & Collins, El Paso, Tex.—Granted petition insofar as it requests leave to amend application and remove same from hearing docket; amendment now on file accepted and application removed from hearing docket (action taken 1-12-46).

By Comr. Wills

Booth Radio Stations Inc., Lansing, Mich.—Granted petition for leave to amend application for new station; amendment filed with petition was accepted (action taken 1-11-46).

WFBR Baltimore Radio Show, Baltimore—Withdrawn at request of applicant, petition to intervene in hearing on application of Walter A. Graham for new station in Tifton, Ga. (action taken 1-11-46).

By Comr. Durr

Richard T. Sampson, Banning, Cal.—Granted petition to dismiss without prejudice application for new station; Commission on its own motion ordered application of Broadcasting Corporation of America Indo, Cal., be removed from hearing docket (action taken 1-11-46).

JANUARY 17

The Kentucky Broadcasting Co., Lexington, Ky.—Granted petition to sever its application from hearing docket in proceedings involving applications of Scripps-Howard Radio Inc. and Cleveland Broadcasting Co. Inc., both for Cleveland, set for hearing 1-14-46 (action taken 1-11-46).

By Comr. Wills

Scripps-Howard Radio Inc., Washington, D. C.—Granted motion to dismiss without prejudice application for new television station.

H. C. Winslow, Meadville, Pa.—Granted motion for acceptance of movanti

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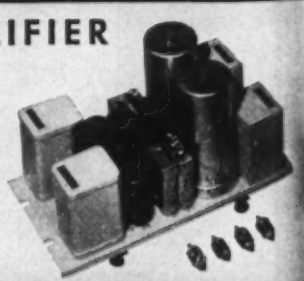

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late appearance in re application for new station.

Capitol Radio Corp., Des Moines, Ia.—Granted petition insofar as it requests leave to amend and remove application from hearing docket; accepted amendment and removed application from hearing docket.

WGAC Twin States Broadcasting Co., Augusta, Ga.—Granted petition for leave to intervene in hearing on applications of Newberry Broadcasting Co., Newberry, S. C., and Robert Lex Easley, Laurens, S. C.

WOOP Inc., Dayton, O.—Granted motion to take depositions in hearing now scheduled Feb. 4-15 on petitioner's application for new station.

Crescent Broadcast Corp., Shenandoah, Pa.—Granted motion for leave to amend application for new station; amendment was accepted.

Evan Evans et al d/b Pottsville Radio Co. and John W. Grenoble et al d/b Miners Broadcasting Service, Pottsville, Pa.—Granted petition of Miners Broadcasting Service for leave to amend its application; accepted said amendment; granted petition of Pottsville Radio Co. to dismiss without prejudice its application.

Kankakee Daily Journal Co., Kankakee, Ill.—Granted motion for leave to amend application for new station; amendment was accepted.

William L. Klein, Oak Park, Ill.—Granted motion to amend order to take depositions in re application for new station to add names but still limit witnesses to 25.

Valdosta Broadcasting Co., Valdosta, Ga.—Granted motion for leave to amend application; amendment was accepted.

Palm Beach Broadcasting Corp., Palm Beach, Fla.—Granted authority to take depositions on 1-29-46 re application for new station.

City of Sebring, Fla.—Granted petition for leave to take depositions on 2-2-46 re application for new station.

By Comr. Durr

KSAN Golden Gate Broadcasting Corp., San Francisco—Granted petition for leave to amend application; amendment was accepted (action taken 1-15-46).

By Comr. Wakefield

WHIO Miami Valley Broadcasting Corp., Dayton, O.—Granted petition for leave to intervene in hearing on applications of Greater Peoria Broadcasters Inc. et al set March 25-27 at Peoria (action taken 1-15-46).

By Comr. Walker

Capital Broadcasting Corp., Little Rock, Ark.—Granted petition to dismiss without prejudice application for new station (action taken 1-15-46).

KVOM Inc., Marshall, Tex.—Upon consideration of petitions of KVOM Inc. and Marshall Broadcasting Co., Commission ordered that consolidated hearing on these applications heretofore designated at Dallas, Tex., for Jan. 28-29, be postponed until Feb. 13-14 and transferred from Dallas to Marshall. Further ordered that consolidated hearing on applications of Permian Basin Broadcasting Co., Southwestern Broadcasting Co. and Odessa Broadcasting Co. heretofore set to be heard Jan. 21-24 be postponed until Feb. 11-12, to be heard in Dallas (action taken 1-16-46).

By Comr. Denny

Tri-County Broadcasting Corp., Orangeburg, S. C.—Granted motion to dismiss without prejudice application for new station (action taken 1-15-46).

James H. McKee, Charleston, W. Va.—Ordered that hearing on application for new station be held 1-29-46 in Washington. McKee has filed petition waiving right to cross-examine witnesses who testified at consolidated hearing Jan. 3-5 (action taken 1-15-46).

"They heard WFDF Flint say he was selling something or other."

ADMINISTRATIVE BOARD ACTIONS
JANUARY 14
(Reported by FCC Jan. 15)

KFDA Amarillo Broadcasting Corp., Amarillo, Tex.—Granted authority to determine operating power by direct measurement of ant. power.

WGOV E. D. Rivers, Valdosta, Ga.—Same.

WRAC Robert W. Rounsaville, Cleveland, Tenn.—Granted authority to determine operating power by direct measurement of ant. power. Licensee granted waiver sections 3.55(b) and 3.60 of Rules & Regulations; conditions.

Tentative Calendar . . .

JANUARY 21

FOLLOWING applicants for CP new TV station, Washington, D. C., to be heard before FCC Chairman: Bamberger Broadcasting Service Inc., Capital Broadcasting Co., Allen B. DuMont Laboratories Inc., The Evening Star Broadcasting Co., Marcus Loew Booking Agency, National Broadcasting Co. Inc., Philco Radio & Television Co. Inc., Scripps-Howard Radio Inc.

Consolidated Hearing
Before Comr. Durr
San Francisco

APPLICANTS and facilities sought: KSAN Golden Gate Broadcasting Corp., San Francisco, 1460 kc 1 kw unl.; California Broadcasters Inc., Bakersfield, 1460 kc 1 kw unl. DA-DN; Bakersfield Broadcasting Co., Bakersfield, 1460 kc 250 w unl.; L. John Miner, Taft R. Wrathall, and Grant R. Wrathall d/b Monterey Bay Broadcast Co., Santa Cruz, 1460 kc 500 w unl.; KTYW Cascade Broadcasting Co. Inc., Yakima, Wash., 1460 kc 1 kw unl.; Amphlett Printing Co., San Mateo, 1490 kc 250 w unl.; San Jose Broadcasting Co., San Jose, 1500 kc 1 kw unl. DA-DN.

Consolidated Hearing

WRRN Nied & Stevens, Warren, O.—CP 1440 kc 5 kw unl. DA-DN.

WHIS Daily Telegraph Printing Co., Bluefield, W. Va.—CP 1440 kc 5 kw unl. DA-N.

Consolidated Hearing

Crescent Broadcast Corp., Shenandoah, Pa.—CP 580 kc 1 kw D.

The Patriot Co., Harrisburg, Pa.—CP 580 kc 5 kw unl. DA-N.

WHP WHP Inc., Harrisburg, Pa.—CP 580 kc 5 kw unl. DA-N.

Consolidated Hearing
Before Comr. Walker
Dallas, Tex.

FOLLOWING applicants, all seeking 1450 kc 250 w unl.: Permian Basin Broadcasting Co., Wendell Mayes, C. C. Woodson and J. S. McBeath d/b Odessa Broadcasting Co. and Southwestern Broadcasting Corp., all Odessa, Tex.

JANUARY 22

WWSW WWSW Inc., Pittsburgh—In re petition for hearing or rehearing and for leave to intervene in matter of grant of CP to Central Broadcasting Co. Inc., Johnstown, Pa.

JANUARY 23
Consolidated Hearing

FOLLOWING applicants, all seeking 1490 kc 250 w unl.: Meadville Tribune Broadcasting Co. and H. C. Winslow, Meadville, Pa., and Times Publishing Co., Erie, Pa. Participant—Samuel R. Sague (intervenor), Hamilton, O.

JANUARY 24
Consolidated Hearing

WBOC Peninsula Broadcasting Co., Salisbury, Md.—CP 960 kc 1 kw unl. DA-N.

The Eastern Shore Broadcasting Co., Preston, Md.—CP 960 kc 500 w unl. DA-N.

Oral Argument

Calumet Broadcasting Corp., Hammond, Ind.—CP 1520 kc 5 kw D.

WORL Broadcasting Service Organization Inc., Boston—License renewal.

KGKO KGKO Broadcasting Co., Fort Worth, Tex.—Same.

WBAP Carter Publications Inc., Fort Worth, Tex.—Same.

WFAA A. H. Belo Corp., Dallas, Tex.—Same.

Applications . . .

JANUARY 11

NEW-FM Luther E. Gibson, Salinas, Cal.—CP new rural FM station.

NEW-FM United Broadcasting Corporation of Tennessee, Chattanooga—CP new community FM station.

Airplane & Marine Instruments Inc., Clearfield, Pa.—CP new metropolitan FM station.

540 kc

WTOL The Community Broadcasting Co., Toledo, O.—CP change 1230 kc to 540 kc, increase 250 w to 5 kw, install new trans. and DA-N and change trans. site.

730 kc

WPIK Potomac Broadcasting Corp., Alexandria, Va.—License to cover CP as mod. for new AM station. Also authority to determine operating power by direct measurement of ant. power.

890 kc

WHNC Henderson Radio Corp., Henderson, N. C.—CP increase 250 w to 1 kw, install new trans.

940 kc

KLPM Minot Broadcasting Co., Minot, N. D.—CP change 1390 kc to 940 kc, increase 1 kw DN to 5 kw D 1 kw N, install new trans. DA-N.

960 kc

WELI Connecticut Radio Foundation Inc., New Haven, Conn.—CP increase 1 kw D 500 w N to 1 kw DN and make changes DA-N.

1070 kc

KHMO The Courier-Post Publishing Co., Hannibal, Mo.—CP change 1340 kc to 1070 kc, increase 250 w DN to 5 kw D 1 kw N, install new trans. and DA-N, change trans. site (contingent on grant of WCAZ application for 990 kc).

1230 kc

WAYX Jack Williams, Waycross, Ga.—CP install new vertical ant. and ground system and change studio and trans. sites.

1240 kc

WMOX Birney Imes Jr., Meridian, Miss.—Mod. CP authorizing new AM station for installation new trans., approval of ant., approval of trans. site and studio site.

1330 kc

KFAC Los Angeles Broadcasting Co. Inc., Los Angeles—CP increase 1 kw to 5 kw, install new trans. and DA-DN, change trans. site.

1400 kc

KIUN Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.—CP increase 100 w to 250 w, make changes in trans. equip.

1440 kc

WSFA Montgomery Broadcasting Co. Inc., Montgomery, Ala.—CP increase 1 kw D 500 w N to 1 kw DN and install DA-N.

KMLB Liner's Broadcasting Station Inc., Monroe, La.—Mod. CP authorizing change assignment for increase 1 kw DN with DA-N to 5 kw D 1 kw N with DA-N and install new trans.

KFDA Amarillo Broadcasting Co., Amarillo, Tex.—CP change 1230 kc to 1440 kc, increase 250 w DN to 5 kw D 1 kw N, install new trans. and vertical ant. and change trans. site.

1450 kc

NEW-AM Thomas G. Harris, individually and as trustee for Coleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, W. T. Saunders, Spencer J. Scott and Oswald G. Wolf, Austin, Tex.—CP new AM station 250 w unl.

WFNC Cape Fear Broadcasting Co., Fayetteville, N. C.—CP install new vertical ant. and mount FM ant. on top. Also application for CP new metropolitan FM station, channel 256 (99.1 mc), 4,000 sq. mi.

1490 kc

WSAP Portsmouth Radio Corp., Portsmouth, Va.—CP make changes in vertical ant.

WMOG Coastal Broadcasting Co., Brunswick, Ga.—Mod. license to increase 250 w D 100 w N to 250 w DN.

95.9 mc

NEW-FM KCMO Broadcasting Co., Kansas City—CP new metropolitan FM station, channel 40.

97.3 mc

NEW-FM Lincoln-Belmont Publishing Co. & Myers Publishing Co., Chicago—CP new metropolitan FM station, 4,863 sq. mi.

103.5 mc

NEW-FM WHAT Independence Broadcasting Co., Philadelphia—CP new metropolitan FM station, channel 78.

Amendments

WCPO Scripps-Howard Radio Inc., Cincinnati—CP change 1230 kc to 630 kc, power from 250 w DN to 250 w D 100 w N, amended to change power to 1 kw N 5 kw D, install new trans. and DA-DN and change trans. site.

Arkansas Valley Broadcasting Co., Fort Smith, Ark.—CP new AM station 740 kc 1 kw unl. DA-N, amended re stockholders.

JANUARY 15

WABF-FM Columbia Broadcasting System Inc., New York—CP change type trans. and make changes in ant.

NEW-FM WTAW Agricultural & Mechanical College of Texas, College Station, Tex.—CP new metropolitan FM station, 7,860 sq. mi.

W4XCT WAPO Broadcasting Service, Chattanooga, Tenn.—CP change trans. site and ant. system.

W9XZC Zenith Radio Corp., Chicago—Mod. CP for new exp. TV station for extension completion date.

(Continued on page 80)

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FCC Revises Rules on Station Grants

REVISION of its rules and regulations, announced Thursday by the FCC, is designed to remove confusion over grant of applications without hearing and setting of applications for hearing. Action was taken to bring the rules in line with the Supreme Court decision in the Ashbacker case and the Commission's decision in the Avco-WLW case.

Rules become effective at once with the exception of the section based on the Avco ruling, which had been announced previously as a proposed rule [BROADCASTING, Sept. 10].

Codification of recent changes in procedure under Title III of the Communications Act is effected by the revision. It is a step forward in the FCC's desire to put in one section everything pertaining to AM applications, another section everything on FM and a third section on TV.

In its revision the Commission repealed sections 1.381 and 1.382, substituting new rules designed sections 1.381 through 1.388, with 1.388 merely a proposed rule.

The new rules specify when applications will be granted without a hearing and when they will be designated for hearing. The FCC makes provision for participation of interested persons in these hearings, whether named by the Commission as parties or by filing a petition to intervene.

Specified also is procedure for filing of petitions for reconsideration in cases where applications are granted without hearing and petitions for rehearing where applications are granted or denied after hearing. When petitions to intervene or petitions for reconsideration or rehearing will be granted is specifically provided, along with the circumstances under which they will be denied.

Codification of Practice

The rules from 1.381 through 1.387, which were finally adopted, do not propose any departure from present Commission practice except insofar as a departure is required by the Ashbacker ruling, the FCC says. They are merely a codification of practice followed for some years. The FCC invites comments or suggestions on the changes.

Four cases are specified under which the FCC may issue conditional grants. The first covers "strike" or "nuisance" applications filed merely to delay or hinder another grant. In such cases the Commission can issue conditional grants. It can take similar action when public interest, such as military or other service, is needed promptly in a particular area.

Third, it can issue conditional grants when delay would jeopardize U. S. rights under provisions of an international agreement to use of the frequency in question. Fourth, it can issue a conditional grant when a look at remaining applications indicates they cannot be granted because they violate the Communications Act or other statutes or rules. An example would be an application on a local channel held up by an application on an adjoining clear channel when considerable delay would be entailed on the clear application because of pending FCC action requiring long study. (Text of FCC Public Notice No. 88396 amending its Rules and Regulations will be published in full in BROADCASTING, Jan. 28).

FCC Actions

(*Continued from page 79*)

NEW-FM KALE Inc., Portland, Ore.—CP for new metropolitan FM station.

NEW-FM KEX Westinghouse Radio Stations Inc., Portland, Ore.—CP new metropolitan FM station.

NEW-FM WAPO Broadcasting Service, Chattanooga, Tenn.—CP new metropolitan FM station, 21,596 sq. mi.

1360 kc

NEW-AM Community Broadcasting Service Inc., Vineland, N. J.—CP new AM station 1 kw D.

1460 kc

NEW-AM Van Curler Broadcasting Corp., Albany, N. Y.—CP new AM station 5 kw unl.

1490 kc

NEW-AM The Electronics Corporation of Puerto Rico, Mayaguez, P. R.—CP new AM station 250 w unl.

NEW-AM Community Broadcasting Co., Oak Park, Ill.—Same.

NEW-AM Collinson-Wingate Broadcasting Co., Topeka, Kan.—Same.

98.5 mc

WABF Metropolitan Television Inc., New York—CP change type trans., make changes ant. system and specify channel 53.

Amendments

WBEN Inc., Buffalo, N. Y.—CP new commercial TV station on channel 3 (60-66 mc), amended to request channel 4 (66-72 mc), ESR 1340.

Skyland Broadcasting Corp., Dayton, O.—CP new AM station 980 kc 1 kw N 5 kw D unl. DA-N, amended to request 5 kw DA-DN, change type trans. and changes in DA-DN.

Blue Ridge Broadcasting Corp., Roanoke, Va.—CP new AM station 1390 kc 1 kw unl. DA-DN, amended to request 1490 kc 250 w, change type trans. and install vertical ant. and change trans. site.

Radio Station WBIR Inc., Knoxville, Tenn.—CP for new metropolitan FM station 45.1 mc 3,230 sq. mi., amended to change ant. system and trans. site.

Herbert W. Brown and David A. Brown d/b Central Valley Radio, Lodi, Cal.—CP new AM station 1570 kc 250 w D, amended re ant. changes.

Applications Dismissed

Metropolitan Television Inc., New York—CP new commercial TV station channel 8 (186-192 mc) ESR 721 (request of applicant).

W2XJC Atlantic Broadcasting Co. Inc., Washington—Mod. CP for new developmental station for approval trans. site (request of attorney).

Industrial Tool & Die Works Inc., Minneapolis—CP new exp. TV station channel 4 (78-84 mc) (request of attorney).

J. E. Richmond, Percy M. Whiteside, Homer W. Wood, Charles A. Whitmore, and Morley M. Maddox d/b Tulare-Kings Counties Radio Assoc., Visalia, Cal.—CP new AM station 1400 kc 250 w unl. (request of attorney).

JANUARY 16

LICENSE RENEWAL applications were received in behalf of following: AM stations WAJR WHOP WLVA WTHT; commercial TV stations WBKB WABD; exp. TV stations W10XKT W2XWV W9XPR W9XBT W9XBK W9XBB; relay stations WAIJ WAIY.

W8XMV Miami Valley Broadcasting Corp., area of Dayton, O.—License to cover CP for new developmental station.

NEW-FM Percy S. Crawford, Philadelphia—CP new metropolitan FM station.

LA. CP IS GRANTED AFTER FIVE YEARS

APPLICATIONS pending for nearly five years were disposed of last week when the FCC granted a construction permit for a local station in Baton Rouge, La. on 1400 kc with 250 w power to Air-Waves Inc. and denied the application of Louisiana Communications Inc. for the same facilities. For the second time in a fortnight, home-ownership and community interest were given primary consideration by the Commission in granting construction permits.

Officers and directors of Air-Waves Inc., each holding 20%, are: Harry B. Nelson, president-director, Baton Rouge millionaire businessman; R. Frank Cangelosi, vice president-director, laundry company owner and prominent Catholic; Percy E. Roberts, secretary-treasurer-director, insurance man and president of Citizens Building & Loan Assn.; A. M. Cadwell, director, third-owner of a bakery and civic leader; Woodrow W. Hattic, director, who will be general manager, former announcer-producer with KWKH Shreveport, WAML Laurel, Miss., and WJBO Baton Rouge. He now is on the West Coast, but plans to return.

Air-Waves application was filed May 17, 1941, and Louisiana Communications on July 7, 1941. Hearings were held in January 1942 and September 1944.

Fundamentalists Case Against WPEN Is Appealed to U. S. Supreme Court

CONTENDING the Federal Communications Act is unconstitutional since it doesn't protect the rights of religious groups to use broadcasting stations as they see fit, a group of Fundamentalist organizations has appealed its suit against WPEN Philadelphia to the Supreme Court. Writ of certiorari to the U.S. Circuit Court of Appeals, Third District, Philadelphia, is asked.

Petition said the current case is the first one involving the rights of a commercial sponsor to be taken to the high court. Among other things the Fundamentalists allege the Circuit Court of Appeals erred in holding that broadcasting is not a public utility. They raise the question as to whether Congress has the power to fix and regulate rates and whether a station can reject paid advertising and give the time to another without charge.

Pierson & Ball, Washington law firm representing WPEN, will file a reply brief shortly. Action is against William Penn Broadcasting Co., licensee of WPEN, owned by the *Philadelphia Bulletin*.

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State College Station
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CONSULTING RADIO ENGINEER
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PALESTINE, TEXAS
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Allocation & Field
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Ph: Blackhawk 22 Oshkosh, Wisc.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy . . . and not satisfied with your present set-up . . . this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Box 660, BROADCASTING.

Good announcer-salesman writes own copy expanding operation here permanent position qualified man. Rush particulars including salary KDFN, Casper, Wyoming.

Business-commercial manager wanted by new station in Mississippi. Must be experienced and well grounded in programs and sales. City of 15,000—permanent—$200.00 per month to start. Excellent opportunity for advancement. Write full information first letter. Announcers-operators also write. A. B. Robinson, P. O. Box 309, Jackson, Tennessee.

Wanted—Top personality announcer for morning show. One sponsor. 52-week contract. Excellent salary. Send background, transcriptions, photograph. Box 757, BROADCASTING.

Experienced radio salesman, secondary market, CBS affiliate, approximately 150 miles from New York. Give full details of experience. Box 761, BROADCASTING.

Situations Wanted

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

Chicago office for you. Man with 15 years experience and excellent contacts throughout radio and advertising agencies. Will act as your midwest sales rep. Ray Linton, 1469 Lexington Ave., New York, N. Y.

Engineer. Just released from service. Would like to contact position in the east. Technical school graduate, experienced in design, construction, maintenance and FM. Box 562, BROADCASTING.

Station manager—Fully qualified in sales, programming and management. Successful background as ass't manager, program director, director of public relations, sales promotion. University graduate. Married, family. Best references. Box 675, BROADCASTING.

Announcer, program director, organist, pianist. All around musician, productions. Eight years radio experience. Single, reliable, audition record and picture on request. Good salary required. Ex-service man. Box 681, BROADCASTING.

Young, single, Canadian with announcing and writing experience. Desires position in northern states with station or advertising agency. Good references, available ten days. Box 682, BROADCASTING.

Desperate—Living with in-laws, radio announcer, 30, married, one child. Four years Army-civilian experience as newscaster announcer. Topnotch voice, disc available; education MA Degree—Columbia. Box 686, BROADCASTING.

Announcer, ex-officer, announcing for 250 watter, believes he's good enough to announce for larger station in city over 100,000. Ambitious, educated, 2 years experience. Box 687, BROADCASTING.

Able publicist seeks outstanding connection, radio anywhere, as director publicity, news editor, commentator. Veteran, legally trained, 38, offers years vital experience. Formerly managed publicity important governmental agency. Wide theatrical training. Box 689, BROADCASTING.

Staff announcer — Versatile, remotes, special events, music, United Press news my dish. Enjoy good programming. Veteran, 28, married. New York area desirable. Box 691, BROADCASTING.

Announcer—Basic network staff announcer available on or about February 1st. Audition platter on request. Box 692, BROADCASTING.

Announcer—2 years experience in staff work. College education. Handle news, commercial announcing, special shows, control board. Best references. Available one month. Box 698, BROADCASTING.

Sales or station management. Experienced. Successful and clean background. Interested in midwest station connection. Permanent connection. Past 2½ years as Red Cross director, 18 months in Pacific. Release from present duties January 31. Box 708, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-operator—Three years all-around experience on 5 kw, combo, dance remotes, disc shows, commercials, honorable discharge. Age 25, references. Box 690, BROADCASTING.

Program director. Naval officer with ten years experience network and regional station production. Excellent record as personnel organizer, morale builder and in public relations. Top recommendations. Thirty-one years old. Married. Father. Wants employment with station that wants to maintain topnotch program deparment. Available for interview. Box 711, BROADCASTING.

Announcer—Veteran; age 26; college; four years radio experience (Commercials, news, play-by-play sports; ABS Network); opportunity to finish college preferred; available immediately; good references. Box 714, BROADCASTING.

Veteran. Sixteen years experience in broadcast and radio communication. References. Available immediately. Box 716, BROADCASTING.

Announcer—Nine years experience all phases of announcing, scripts, programming with network stations. Radio School graduate, married, dependable. Desire permanent location with progressive station. Veteran. Box 719, BROADCASTING.

Experienced sports announcer just discharged from the Army, seeks an all-around sports reporting and description permanent position, preferably in the south, with major league play-by-play experience in baseball, football, ice hockey, basketball, boxing, wrestling. Sports program with a high rating, experience as program director and special events man. References and transcription available. Box 723, BROADCASTING.

Situations Wanted (Cont'd)

Specialty announcer, 3 years experience, refs., A-1 platter-chatter, street interviews, news. Live comedy shows, mail puller. Employed desire change. Married, personality, 26, veteran. $75.00 week. Box 724, BROADCASTING.

Operator, radiotelephone first class license. One year broadcast operation. Three and one-half years Army Radar and radio. Steady and dependable. Box 725, BROADCASTING.

Announcer—News editor, sales promotion, continuity. Veteran, produced and M.C.ed G.I. shows. Prior to service, was assistant program director on west coast station. Age 28, married. Box 726, BROADCASTING.

Announcer, emcee, news, on the spot, production, writing, disc jockey and dramatic experience. Know control room technique and hold a restricted operators license. Can you afford opportunity for versatility, ambition and creative ability? Good character and best of references. Position must be permanent. 25 years old. Available soon. Box 729, BROADCASTING.

Commercial man of twenty-six. Experience network affiliates. Desires permanent position station or agency. References. Box 730, BROADCASTING.

Electronics engineer—Experienced broadcasting all phases including several years executive engineer; general electronic and ultra high frequencies; some consulting experience. Clean record, sober, prompt. Desire responsible and permanent connection station or firm, west coast preferred and where ability to get along with people and congenial personal relations are recognized as conducive to increased efficiency and work output. $5,000 minimum salary. Box 731, BROADCASTING.

An Outstanding radio station is Offered FOR SALE

250-watt network affiliate, with excellent standing in industry, located in one of America's top, city-markets.

This property earns owners better than 10% of price at which it is offered, after paying large excess profits tax.

With repeal of excess profits tax beginning Jan. 1, 1946 percentage of earnings will increase appreciably.

This is an unusual opportunity.

All correspondence must be in strictest confidence.

Address Box 720, BROADCASTING

Situations Wanted (Cont'd)

Broadcast and electronics engineer. Over 15 years in engineering and supervision in broadcasting and electronics up to 150 kw. Interested west coast office of consulting firm or responsible position California station. Invite exchange particulars. Box 732, BROADCASTING.

Announcer, experienced, newscaster, terrific mail pulling disc jockey. Ex G.I. 24, single, prefer large eastern city. Available immediately. Write or wire Leo McDevitt, 27 Aldworth St., Jamaica Plain 30, Mass.

Mr. & Mrs. America wants more than mere programs. Purple Heart veteran (partially disabled), age 31, desires opportunity in radio. Three years experience as public speaker: U. S. Navy, U. S. Treasury Department and American Red Cross. Have atomic idea for show that can revolutionize radio. Box 733, BROADCASTING.

Engineering supervisor—Discharged Signal Corps Officer with extensive army and civilian radio experience available. Directed AFRS transmitter installations and acted as Chief Radio Engineer of large agency overseas. Technical supervision Air Force radio projects in midwest. Six years transmitter engineer at 50-500 kilowatt station. Eight years with local and regional stations. Excellent references. Family man. Box 734, BROADCASTING.

Experienced women's commentator and continuity writer. Can create and produce salable programs. Interested in permanent position in progressive station, preferably network affiliated. Box 735, BROADCASTING.

Advertising, sales promotion and idea man would like to become associated with a New York television studio or agency. What have you to offer? Box 736, BROADCASTING.

Script writer—Ex prisoner of war, 4 years service, 27, married. Desires position as copy writer, spot commercials, news, music continuities. Have written Army shows, college dramatics. Play nice popular piano. Box 737, BROADCASTING.

News and special events writer-announcer for six years on stations from 250 watts to 50-thousand, plus two top networks. After 27 months with NBC as wartime replacement—am giving job to returning vet. Box 738, BROADCASTING.

Commercial man over ten years experience radio, successful sales background, at present commercial manager small station, desire change. Married, college man and veteran of World War II. Box 739, BROADCASTING.

Announcer and production man—Want connection as team, specialized participating and commercial shows. Good news and musical production. Box 740, BROADCASTING.

Engineer—Army veteran, eight years in radio. Would like job as engineer, preferably chief engineer of station in south or midwest. With 5000 watt station before Army. Age 25. Married. First fone license. Box 741, BROADCASTING.

Announcer—College training. Handle controls. News, commercials, sports, etc. Some staff experience. Transcription available. Box 742, BROADCASTING.

Engineer, sixteen years broad experience, first class phone, first telegraph, married, children, desires permanent position. Box 743, BROADCASTING.

Veteran, 24 single, anxious to return to radio. Experienced as news editor-assistant, but will consider any opening NYC preferred. Salary secondary to opportunity. Box 744, BROADCASTING.

Right combination! Original, personable ad-lib D. J. All around morning man. News editor, commentator. Sales appeal. Efficiency, production. X-Marine, family. Prefer large city. Transcription available. Box 745, BROADCASTING.

Sound selling background. Veteran—27—ready, willing, and able to do a real job for small station. Contact experience and write selling copy. Middlewest preferred. Fifty First. Box 746, BROADCASTING.

Chief engineer of two stations, installed one. Four years experience as chief. Two years development laboratory. Technical school and college mathematical background. Qualified to handle directional. Desire position with new or established station or consulting firm. Box 747, BROADCASTING.

Announcer-program director. Dramatic director, news, disc jockey. 2½ years experience—year college. Operate Gates or RCA board. New station preferences. Box 752, BROADCASTING.

Situations Wanted (Cont'd)

Program director—Discharged Army Special Service Producer, available to wide-awake station. Nine years experience all phases of radio. Excellent announcer with confidence in own ability. Married. Box 753, BROADCASTING.

Position wanted as radio broadcast engineer. Station vicinity of New Jersey. FCC license 1st class. Two years transmitter experience. Married. Age 26. Box 754, BROADCASTING.

Sales, promotion and contact work. Design programs for specific accounts. Descriptive feature announcer and newscasting, including local news. Open for position, prefer midwest. Straight salary $55.00 per week. Experienced in writing, directing, announcing, and selling programs. Education: Speech Pathology at Knox College; graduate of the NBC Radio Institute. Principle aims: Satisfy clients and please public. Reply: Mr. D. B. Olson, 554 N. West St., Galesburg, Illinois.

Creative—That's the word for "Thinker Upper", radio producer, editor, writer, public relations man with many interesting projects up his sleeve and —colorful record. (From PHD to Psychological Warfare.) Excellent references. Emil Lehman, 514 Third Ave., Asbury Park, New Jersey.

Television—Director, producer, writer. Background: 2 years all around production experience top television station. Plus: Motion pictures—radio—stage. Prefer agency. Veteran. Giles O'Connor, 139 W. 53rd St., New York, N. Y. Co. 5-8899.

Experienced operator desires position. 34 years of age. First class fone and second class telegraph tickets. Write Robert Ligon, 505 E. Virginia St., Evansville, Ind.

Sports—news announcer. Well grounded in sports. Can do news and regular staff work. Type own shows. Also radio engineering experience. Prefer Iowa—Nebraska. W. Tilley, 313 Park Ave., Omaha, Nebraska. Available February 15.

First class radio-telephone operator, veteran of Army and Merchant Marine, desires to work in broadcast station. Will consider all offers. Vernon Russell, S. S. Ephraim Harding, New York, N. Y.

Announcer—Available, 31 years old, married, daughter 3½ years old. Do platter shows, remotes, newscasts, board operation, etc. Especially interested in sportscasting and special events. Experienced on 3 different stations, all network affiliates. Want 5000 watts, or more, away from this Hollywood area. Answer letter or wire, stating minimum salary, talent fees, or other extra fees. Also, will I find place to live in your city? Will send you transcribed audition plus letters of reference. Box 1844, Long Beach, California.

Ambitious announcer. Vet, 26. Commercials, news, MC. 1½ years experience. Will travel. Training in dramatics, singing, public speaking. Sales persuasiveness. Married. Dependable. Henry D. Patton, 306 W. 78th St., New York City.

Announcer—Just released from Army. Eager to start radio anywhere in country. Age 28. Single, college, will send recording upon request. T. F. Enright, 468 Park Ave., Glencoe, Illinois.

Network announcer—8 years experience. Top shows. News, variety, special events. Expert pianist-organist. Well qualified both program and musical director. Desire good position with outstanding station. RCV Captain, Air Corps, 1015 Green Ridge St., Scranton, Pa.

AAF officer. Married. Successful. Nine years radio writing, programming, production, including production manager fifty k-watter. Scripting, directing on commercials and sustainers all networks. Interested in topnotch executive spot. EI Captain, Air Corps, P. O. Box 489, W. Blocton, Alabama.

Situations Wanted (Cont'd)

Veteran—26, single experienced network affiliate, news, control board, etc. Prefer small station. Have transcription, picture available immediately. Will travel anywhere. Available now. William D. Kreuzinger, 126 W. 4th St., Plainfield, N. J. Pifld 6-10417.

Announcer, veteran, single, college education, industrious and fully reliable, excellent references at ABC. Wishes position in southwest. Fred Eberhardt, General Delivery, Phoenix, Arizona.

Wanted: A job of selling for station, reps or agency. Midwest preferred, but job with future will put discharged army officer on first train. Gaylord Harding, 1418 E. 67th Place, Chicago 37, Illinois.

Veteran, 25 years. One year experience in continuity writing and announcing. Desire announcing post in small station anywhere in country. Salary unimportant. John M. Hughes, 149-34 18th Ave., Whitestone, New York.

Television man with programming experience available. Background of theatre and radio plus communications and radar engineering. Seeking permanent employment with station or agency. Can help plan your television organization. Capt. P. H. Wellman, Jr. 107 Hobart Ave., Summit, N. J.

Experienced man in radio publicity, continuity desires position New York area network, independent or agency. Four years radio, newspaper, publicity. Honorable discharge U. S. Navy. Malcolm McGlasson, 6141 Saunders St., Rego Park, Long Island, New York.

Announcer—3 years experience, metropolitan stations, 2 years network acting. College grad, narrator for Army films, also production and writing for Army. Veteran. Murray Benson, 6209 23rd Ave., Brooklyn 4, New York.

Promotion, merchandising, Market Research Man. Experience: Former promotion manager CBS affiliate; Market research, Life Magazine, two years; Won Treasury Dept. award War Loan advertising campaign. Veteran, N. Y. U. graduate, member Alpha Delta Sigma. Fred Bosin, 86 Sherman St., Passaic, N. J.

Radio publicity—Veteran desires place in radio publicity promotion. Worked with British Broadcasting Corp. in Europe. Experienced in radio publicity in program directing. Excellent press contacts. References, Prefer to work in metropolitan area. Captain Lester Nichols, R.F.D. No. 5, Ridgefield, Conn. Phone Bedford Village 7294.

Veteran—Expecting discharge in February. At present managing AFRS Radio Station. Two years Army experience. Specialty, news editing and announcing. College background. Eastern situation desired. Details upon request to: Sgt. Henry R. Marquit, 215 West 91st St., New York City.

Operator-announcer, officer 28, with first phone license, 5 years Signal Corps, desires transmitter or control room work. Voice disc upon request. Locate anywhere. R. Horn, 3408 West 65th St., Chicago 29, Ill.

Announcer-scriptwriter. Voice, talent, ability, experience—no job. Honorable discharge. Experience: Announcing, acting, scripting drama and commercials over WLW WMRN WKRC KWFT. You name place, price. Ed Hamlyn, 66 W. Pierrepont, Rutherford, N. J.

Announcer—Age 25. Vet. Five years commercial, four years service experience. News, commercials, narration. Armed Forces Radio Service, New York, Hollywood, San Francisco. College grad. Anywhere, anytime. Audition disc on request. Charles E. Edwards, Jr., 68 Post St., San Francisco 4, Calif.

Situations Wanted (Cont'd)

Combat officer, 24, college trained in advertising, production, announcing, writing, AB in English, professional pianist. Interested in sales and station operation. Available February. George Lovett, 16 Gill Avenue, Freeport, New York.

Announcer with ten years experience children's shows, local dramatic and disc shows that sell. Young enough to be enthusiastic, old enough to know the score. Just released, Army Forces Radio Service, Sgt. Don John Ross, 115 East 30th St., New York City.

Program director—announcer, script writer, news editing, publicity. Excellent record of 17 years. Three years Army PRO. 36 years. Married. Knows station operation. Write Jack Tierney, 836 Sanborn Ave., Hollywood 27, Calif.

Versatile, veteran announcer-writer, 35, married, desires staff connection wherever opportunity good. Excellent adlibber, sports, news, special events. 8 years staff, free lance. Transcriptions, references, photograph, available immediately. Write, wire Box 1212, Missoula, Montana.

Chief engineer or station engineer with 12 years' experience in design, construction, operation and maintenance. Can handle complete installation of an AM or FM station. Available April 1. Now in service. Age 30. Married. Replies to R. H. Morgan, 2434 Keyway, Baltimore 22, Md.

Ex-GI, 31, experienced acting-announcing-copy writing, interested production. Would like to join agency or network affiliate. Available for work any place in U. S. Frederic Carney, 50 Church Lane, Scarsdale, N. Y.

Network executive in radio since 1923, returning staff officer seeks connection with network or leading radio station as director of research, sales promotion or in coverage or audience valuation. Recognized expert on allocations, FCC engineering witness, can develop coverage position of group of stations. Familiar with new media—FM, television, facsimile. Box 756, BROADCASTING.

For Sale

250 watt transmitter. 500 watt transmitter. 1000 watt transmitter. 150 foot tower. 300 foot tower with lights. Box 678, BROADCASTING.

For Sale. In Mexico City a commercial radio broadcasting station now in service and leaving a wide margin of profit. For more particulars address Mr. G. Robles, Calle Joaquin Argaez 14, Tacubaya, D. F., Mexico.

For Sale—Two used Western Electric turntables complete with lateral and vertical pickups. KRLC, Lewiston, Idaho.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $1,000 will buy it. Pacific Coast Amusement Co., Oakland, Calif.

Wanted to Buy

Wanted to buy, 250 watt radio station. Prefer middlewest. Write Box 704, BROADCASTING.

Wanted—WE double plug patch cords, plugs, jack strips and RCA 41-B preamplifiers. WPIK, Alexandria, Va.

Have $5,000 to invest with services in established or contemplated station. Ex-Naval officer. 8 years agency experience, creative and sales. Licensed radio amateur. Box 706, BROADCASTING.

Wanted to buy—Control or minor interest in progressive station by thoroughly experienced radio technical man . . . background includes station installation from ground up. Buyer to be active in station activities. Box 760, BROADCASTING.

Will purchase station or working interest. Experienced radio executive, going in business for himself, is interested in: 1. Purchase of small station outright. 2. Purchase of working interest in station where owners feel they will benefit by purchaser's long experience in station operation, familiarity with industry problems, wide agency and advertiser contacts, NAB background, acquaintance and recognition. Just want reasonable opportunity. Prefer typical American community with good future. Please state proposition fully in reply. Correspondence will be handled by attorney in strict confidence. Address: Box 758, BROADCASTING.

Miscellaneous

Gags! Comedy! Free catalog. Box 616, BROADCASTING.

Know any radio fluffs or boners? A dollar for best ones. All become property of contest editor. Box 751, BROADCASTING.

MR. STATION OWNER!

Experienced station MANAGER will take his revenue AFTER paying you a monthly GUARANTEE. If you are dissatisfied with your net profit write me. Will invest. All replies confidential.

BOX 748, BROADCASTING

COMMERCIAL PROGRAM MANAGER

Well-known commercial program man. Agency, network, and key station background. Commercially produced many high-rated and sales-productive network shows. A man with ideas and the ability to project those ideas into commercial programs. Stable, married, family. Box 749, BROADCASTING

RADIO EXECUTIVES

. . . ATTENTION

Production Man-Program Director. Eight years experience with leading network stations. Thorough knowledge of production. Background in all departments. Best references. Available immediately.

Box 755, BROADCASTING

WANTED TO BUY

Control or interest in broadcast station by returning serviceman. Comprehensive experience in all phases of radio technical operation; past experience includes management of successful non-radio business. Buyer wishes to become active in station technical activities.

BOX 759, BROADCASTING

WANT TO BUY
RADIO STATION
LOCATED IN CALIFORNIA
•
INTERESTED PARTIES PLEASE WRITE TO BOX 750, BROADCASTING

Benton Protests AP News Withdrawal

UP and INS Study Use Of Their Services By State Dept.

THE EXTENT to which Government should participate in the distribution of news via shortwave radio, a cloakroom topic among newsmen for some time, has been brought into the open.

Associated Press last Monday cancelled the arrangement by which it was supplying its full leased wire service to the State Dept. The agreement was entered into with the Office of War Information and the Office of the Coordinator of Inter-American Affairs at the outset of the war and transferred to the State Dept. which took over the information activities of those agencies upon their dissolution [BROADCASTING, Sept. 29].

On Wednesday Hugh Baillie, president, United Press, which worked under a similar understanding, notified William B. Benton, Assistant Secretary of State in Charge of Public Affairs, that its service would be withdrawn also. Upon a plea by Mr. Benton, Mr. Baillie agreed to withhold action on the UP decision until the two could discuss the matter personally.

INS Making a Study

Meanwhile, International News Service notified Mr. Benton it would continue to supply news to the International Information Service of the State Dept. subject to the outcome of an investigation it would make into the disposition which was being made of the news.

Mr. Benton, in a letter to Robert McLean, president of the AP Board of Directors, released Thursday by the State Dept., said he "personally" would be happy if the AP, "in concert with other private wire services and with private broadcasters, offered to take over the entire operation and bear the deficit, which will average from six to ten million dollars a year if the job is done adequately."

The AP Board of Directors in a public statement released Jan. 14 said: "The Associated Press stands committed to the principle of freedom of access to the news and to the free flow of news throughout the world.

"It holds that news thus disseminated by non-governmental news agencies is essential to the perpetuation of peace between nations. It recognizes the possibility of useful purpose served by the governments in the maintenance throughout the world of official libraries of information. It applauds the vigorous manner in which the present national Administration has advanced in the doctrine of press freedom. It holds, however, that Government cannot engage in newscasting without creating the fear of propaganda which necessarily would reflect upon the objectivity of the news services from which the newscasts are prepared."

Elmer Davis, former director of the OWI, and now a newscaster on ABC, observed on his broadcast Tuesday (8:15 p.m.): "Whether or not foreigners suspected the State Dept. of propaganda before this, they will certainly suspect it now." He noted that the AP supplies its service to the British Broadcasting Corp. (state owned) and to Tass, the Russian government news agency.

Recommend Shortwave

In his letter to Mr. McLean, publisher of the *Philadelphia Bulletin*, Mr. Benton said that the State Dept. will recommend to the Congress that shortwave broadcasting be continued—as "essential to the vital interests of the American people."

"The decision of the AP to discontinue its service is based on assumptions regarding the Government's newscasting for which there appears to be no foundation in fact," he observed. "The action was taken without an effort by your board to examine the facts." He said that as far as he knew none of the AP directors had ever heard a Government shortwave newscast.

Serves Armed Forces

Mr. Benton emphasized that there were certain areas of the world where foreigners could be reached only by shortwave broadcasting.

He said the Government currently is transmitting 66 program hours a day in 21 languages over 36 shortwave transmitters in the U.S. and over relay stations in Algiers, Germany, London, Saipan, Honolulu and Manila.

He asked Mr. McLean to appoint a committee of newspapermen to study the State Dept. broadcasts in an effort to determine whether they militate against freedom of the press.

War Restrictions on 550, 560 Channels Lifted, FCC Reveals

ANY HOPES that American broadcasters may have entertained for using the 540-kc channel for standard broadcasting were dashed last Thursday when the FCC, in a news release, announced that the "possibility of assigning 540 kc to the standard broadcast band is a recommendation which is to be submitted for consideration at the next International Telecommunications Conference."

Wartime restrictions on power for 550 and 560 kc were lifted early last October, it was learned, although the Commission didn't make formal announcement until last Thursday.

In connection with the use of frequencies below 550 kc, the Commission pointed out that, in addition to the International Conference angle, the FCC rules "do not provide for the use of 540 kc by standard broadcast stations."

Inasmuch as the Conference has not been set and since no action will be taken until after the world powers make the decision, it was estimated that the 540 kc channel —should it finally be included in the standard band—will not be available to the U.S. for at least two years, possibly longer. On the other hand, CBK Watrous, Sask., operates with 50 kw on 540 kc.

The FCC last May, in its proposed allocations below 25 mc, announced that inclusion of 540 kc in the standard band was one of its objectives [BROADCASTING, May 28, 1945]. Now it develops that the Commission will not issue its final allocations below 25 mc until after the International Conference. Hearings were held last June 20 on the proposed allocations.

Shortly before Pearl Harbor the FCC adopted emergency measures, restricting the use of 550 kc to power of 1 kw or less nights because of possible interference to Naval communications on adjacent frequencies. On 560 kc power in the coastal areas was restricted to 1 kw nights.

KSD St. Louis, operating on 550 kc, 5 kw days and 1 kw nights, during the emergency was denied application to increase nighttime power to 5 kw because of the proximity of a Naval training station.

Stations on 550 kc, operating with 5 kw days and 1 kw nights, now eligible for 5 kw unlimited are: KSD WGR WKRC KOAC KTSA. Using 1 kw fulltime is KOY, while WDEV and WSVA operate with 1 kw days.

Stations on 560 kc, operating with 5 kw days and 1 kw nights are: KSFO WQAM KWTO. Operating with 1 kw day and night are: WFIL KFDM KPQ. Using 250 w days and 100 w nights is WJLS Beckley W. Va.

Columbia Workshop

COLUMBIA WORKSHOP, famed CBS creative show which was suspended in April, 1941, will be resumed beginning Feb. 2, Davidson Taylor, CBS vice president and director of programs, announced last week.

G-W Plans 70

GEORGE WASHINGTON Coffee Refining Co., Morris Plains, N. J., will start a spot campaign on about 70 stations throughout the country in approximately two weeks, with concentration in major market areas. Agency is Ruthrauff & Ryan, New York.

Plans for Five Sales Advertised by FCC

FIVE proposed station sales totaling $939,000 were advertised in the *Federal Register* last week by FCC, inviting competitive applications in keeping with the Commission's suggested open-bid procedure. Details of all five transactions had been announced previously.

KANS Wichita, operating on 1240 kc with 250 w, would be sold by President J. Herbert Hollister, his wife Elizabeth A. Hollister, and Don Searle, vice president of American in charge of San Francisco operations, to O. L. Taylor, owner of KTOK Oklahoma City and executive manager of the Taylor-Howe-Snowden stations, for $400,000 [BROADCASTING, Nov. 12]. Competitive bids will be received for 60 days from Dec. 5.

KGHF Pueblo, on 1350 kc with 1,000 w day and 500 w night, is proposed for sale by Colorado State Senator Curtis P. Ritchie to Gifford Phillips, Colorado publisher, for $300,000 [BROADCASTING, Oct. 1]. Bids will be taken till Feb. 15.

Eighty-two percent interest in WDAK Columbus, Ga., on 1340 kc with 250 w, would be sold by four of the present partners (L. J. Duncan, Lelia A. Duncan, Effie H. Allen, and Josephine Rawls) to Allen M. Woodall (one of the present partners) and Howard E. Pill and David Earl Dunn for $164,000 [BROADCASTING, Dec. 24]. No action on the application will be taken for 60 days from Dec. 17.

KGDE Fergus Falls, Minn., operating on 1230 kc with 250 w day and 100 w night, is proposed for sale by Charles L. Jaren to Roger L. Dell, Clara Dell and Harold L. Dell for $50,000 [BROADCASTING, Dec. 3]. Sixty days from Dec. 5 are allowed for other bids.

KAND Corsicana, Tex., on 1340 kc with 250 w, is up for sale by J. C. West and Frederick Slauson, present owners, to Alto Inc., headed by P. M. Stevenson as president, for $25,000 [BROADCASTING, Dec. 3]. Action on the application is withheld for 60 days from Dec. 15.

300-FOOT VIDEO TOWER IS APPROVED

APPROVAL of a 300-foot television tower at 40th & Brandywine NW, in Washington, was granted Thursday to Bamberger Broadcasting Service, operating WOR New York, by the District of Columbia Board of Zoning Adjustment. The board last Sept. 27 had approved a 200-foot tower but changed its ruling on the basis of new evidence.

Bamberger on Friday was awaiting action by the D. C. Commissioners on its request for authority to construct the 300-ft. tower should FCC grant it a television CP. Five applicants were to be heard today (Jan. 21) by the FCC, which has alloted four TV channels to the capital.

More Day Grants on Clear Channels

Ten Standard Stations Are Authorized By Commission

TWO MORE daytime assignments on U.S. clear channels and approval of a Class II station on a Mexican I-A channel, heretofore unused in this country, were among ten grants for new standard stations by the FCC last week.

Eight new local and two regionals were among applications approved. The FCC also granted increased power to four stations and designatel nine applications for consolidated hearings.

New Station in 800 kc

Dixie Broadcasting Co., Montgomery, Ala., was granted a construction permit for a new station to operate on 800 kc (I-A Mexican clear) with 1 kw daytime only. Stockholders are president, Dr. S. C. Suggs, Montgomery physician, 135 shares; vice president, Frances Sugg Sewell, 50 shares; secretary-treasurer, Thomas W. Sewell, former insurance man, now an OPA investigator. XELO Juarez, Mexico operates on 800 kc with 150 kw power. Canada has three 5-kw stations on the same channel, CHAB Moose Jaw, Sask.; CKLW Windsor and CHRC Quebec.

San Mateo County Broadcasters was granted a Class II station for San Mateo, Cal. on 1050 kc. New station will operate with 250 w days. WHN New York is the dominant 50-kw station on 1050 kc, with WPAG Ann Arbor operating 250 w days and WDZ Tuscola, Ill. using 1 kw days. Partners in the San Mateo firm are Edmund Scott, attorney and bank director, 26%; Gordon B. France, OWI engineer, 24%; Hugh M. Smith, auto dealer, 50%; Merwyn F. Planting, OWI engineer, 24%.

A 250-w daytime station was granted Pekin Broadcasting Co., Pekin, Ill. on 1140 kc, on which WRVA Richmond, Va. is the dominant 50-kw outlet. KSOO Sioux Falls, S. D. operates with 5 kw days and the same power limited at night, with KGDM Stockton, Cal. using 5 kw fulltime. Officers and stockholders of the Pekin company are W. Kenneth Patterson, engineer of WMBD Peoria, president-director, 100 shares; George C. Udry, secretary-treasurer, 100 shares; Emil L. Prandoni, Caterpillar Tractor Co., v. p.-director, 100 shares.

The regional construction permit went to Oil Center Broadcasting Co., Odessa, Tex. for a 1 kw station on 1410 kc. Stockholders: R. O. Canon, service station operator and distributor of Gulf Oil Co. products, president, 75 shares; John W. Perry, oil operator, secretary-treasurer, 75 shares; Barney H. Hubbs, 50% owner of KIUN Pecos, Tex., vice president-director, 25 shares; W. P. Wright, Gulf Oil distributor, 25 shares; Frank W. Mayborn, president and 95% owner of Bell Publishing Co., Temple, Tex. and 14.65% owner of KTEM Temple, 25 shares; Jack W. Hawkins, 50% KIUN owner, 25 shares.

Construction permits for local outlets were granted Indian River Broadcasting Co., Fort Pierce, Fla., 250 w on 1400 kc; Fort Lauderdale Broadcasting Co., Fort Lauderdale, Fla., 250 w on 1400 kc; Fayette Associates Inc., Montgomery, W. Va., 250 w on 1340 kc; Jessica Longston, Burley, Ida., 250 w on 1400 kc; Radio Sales Corp., Twin Falls, Id., 250 w on 1450 kc; Southern Idaho Broadcasting and Television Co., Twin Falls, Ida., 250 w on 1490 kc.

Stockholders of the Fort Pierce company: Douglas Silver, free-lance writer and former radio producer, president, 150 shares; P. F. Koblegard, 50 shares; R. N. Koblegard, Weston, W. Va., real estate and motion picture operator, 50 shares; Dr. A. F. Lawson, Weston physician, 50 shares.

Fort Lauderdale Broadcasting Co. is composed of Dwight L. Rogers, attorney, president, 37½ shares; Reginald B. Martin, Springfield, Mo., beauty shop operator and former manager of WIZE Springfield, O. and WJNO West Palm Beach, Fla., vice president, 37½ shares; Gene T. Dyer, 25% owner of WGES Chicago and 15% owner of WAIT Chicago, secretary-treasurer, 87½ shares; Evelyn M. Dyer, 35% owner of WAIT, 87½ shares.

Principals of Fayette Associates Inc. are Arnold N. Vickers, attorney and president of the West Virginia Senate; Raymond Kandel, secretary-treasurer, in the retail shoe business, and Harry E. Pirrung, vice president, district manager of the Mutual Life Insurance Co., N. Y.

Miss Longston owns a 90% interest in Mist Publishing Co. and also has real estate in Burley. She was a lieutenant in the WACS.

Principals in Radio Sales Corp. are Kenneth G. Welf, president, 12½%; Franklin V. Cox, vice president, 25%, engineer for KTFI Twin Falls; Charles Crabtree, secretary-treasurer, 25%, chief announcer for KTFI; Elsie A. Self, director, 25%, sole owner Self Mfg. Co., mfrs. farm machinery; N. I. Dworshak, director, 25%, former asst. editor, Burley Bulletin.

Other actions included:

WFCI Pawtucket, R. I., 1420 kc, granted construction permit to increase power from 1 kw, using directional antenna, to 5 kw, da.

KFRE Fresno, Cal., ordered application for construction permit to increase power from 250 w to 1 kw and change frequency from 1340 to 1060 kc, designated for hearing in consolidated proceeding with application of KARM Fresno. KARM application to change frequency from 1430 to 1030 kc hearing with KFRE.

Applications of Texoma Broadcasting Co., Wichita Falls, Tex., for 970 kc, 1 kw daytime; Wichtex Broadcasting Co., Wichita Falls, for 990 kc, 1 kw daytime, and Oklahoma Television & Broadcasting Co., Tulsa, for 990 kc, 1 kw unlimited, consolidated hearing.

Midwest Applications to be Heard

Applications of Southern Illinois Broadcasting Co., Centralia, Ill., and KFVS Cape Girardeau, Mo., both for 960 kc, 1 kw unlimited, designated for consolidated hearing.

WHEC Rochester, N. Y., denied petition to sever application from consolidated hearing with applications of Albany Broadcasting Co. and Fort Orange Broadcasting Co. and for grant without hearing.

Designated for consolidated hearing applications of Atlantic Shores Broadcasting Ltd., Coral Gables, Fla., Southern Media Corp., Coral Gables, and Miami Beach Publishing Co., Miami Beach, all seeking new stations on 1490 kc with 250 w.

News Journal Corp., Daytona Beach, Fla., was granted its petition requesting that its application for a new station at Daytona Beach on 1340 kc, 250 w unlimited, be heard in consolidated hearing with two other applications for same frequency at Daytona Beach, Feb. 16.

Application of Joe L. Smith Jr. for a new station at Charleston, W. Va., to operate on 1400 kc, 250 w was ordered consolidated with others to be heard Jan. 29.

Application of WFMJ Youngstown, O., for change in frequency to 1390 kc and increase of power to 5 kw was ordered consolidated with applications of WHIS Bluefield, W. Va., and WRRN Warren, O., scheduled for hearing Jan. 21.

Radio Bond Aid Tops Combined Media

Gamble Tells War Role At Poor Richard Club Dinner

RADIO supplied more than half the advertising impetus to the War Finance Program of the Treasury between May 1, 1941 and Dec. 31, 1945. In that time the Treasury sold 185 billion dollars worth of bonds.

Mr. Gamble

Total value of time and talent donated by networks and time donated by broadcast stations during the period was $219,138,595. All other media combined donated another $180,934,896 to the Treasury program, an overall total for the 4½ years of more than $400,000,000 in advertising.

Gamble Honored

Advertising's role in the war was unfolded last Thursday night by Ted R. Gamble, national director of War Finance, in an address before the Poor Richard Club, Philadelphia, accepting the club's annual advertising award.

Mr. Gamble was presented with the 1946 Poor Richard Club Gold Medal Award of Achievement by Roger W. Clipp, club president and president of WFIL Philadelphia. Mr. Clipp referred to him as the "greatest salesman in history" and was honored "in recognition of his outstanding accomplishments as War Finance Director where he directed the sale of $185,000,000,000 in war bonds to 85,000,000 persons.

Media, advertisers and agencies provided so much time and space that the War Finance Program's advertising dwarfs any other advertising campaign in history, Mr. Gamble said. He described it as larger than the combined campaigns of the ten largest private advertisers. The 873-station hookup that carried the Treasury salutes, he went on, was the largest chain in radio history.

Concluding, Mr. Gamble presented the Poor Richard Club with a Treasury citation for the club's work on behalf of the Treasury's finance program.

Value of time and talent on network originations, plus time only on local originations, for the eight loan drives (not including periods before first drive and between drives) follows:

First	$3,500,000
Second	7,095,000
Third	12,000,000
Fourth	12,800,000
Fifth	11,000,000
Sixth	11,250,000
Seventh	23,513,742
Victory	14,124,853
Total	$95,283,595

Figures for other media were not estimated for the first loan drive. Total value of advertising donated during the last seven drives follows:

Radio	$91,703,595
Newspapers	57,086,370
Business Papers	4,396,283
General Magazines	8,988,009
Farm Magazines	1,983,529
Outdoor	13,197,110
Total all media	$177,432,718

Thus broadcasting's contribution to the Victory Loan was $14,124,853 of a total of $24,257,851 covering the value of advertising donated by all media during the drive. Other media contributed as follows to the Victory Loan: Newspapers $6,161,727; periodicals $1,829,371; outdoor $2,161,900.

Representing NAB at the dinner was A. D. Willard Jr., executive vice president.

At Deadline...

TV GIVEN MORE SPACE IN WHITE HOUSE PROJECT

COMPLETE facilities will be provided for television in auditorium of proposed addition to White House West Wing [BROADCASTING, Jan. 14], under tentative plans discussed Friday at meeting held by Lorenzo S. Winslow, White House architect, and radio representatives.

Original plan called for TV to share rear balcony with newsreels. Television conscious, Mr. Winslow accepted suggestion that new radio medium be given entire section of balcony. Newsreels prefer to work from first floor, since movie portion of Presidential speeches is specially staged in advance of actual air appearance.

Radio booths on sides of balcony will be enlarged to give crews more working space.

All plans for West Wing addition are tentative, with further conferences planned by Mr. Winslow to meet needs of radio, movies, stills and press. Some opposition stirred up in capital over fear that addition will sully national shrine, but a look at plans shows additional space is deftly placed down slope of side street. Money to build addition has been appropriated.

At Friday conference were these executives and newsmen: NBC, W. R. McAndrew, Don Fisher; CBS, Fox Case; ABC, Bryson Rash; MBS, Al Warner; ABS-WWDC, Ben Strouse, Ira Walsh; Radio Correspondents Assn., Richard Harkness; J. Leonard Reinsch, President's radio advisor.

Closed Circuit

(*Continued from page 4*)

(WOR New York) video station in nation's capital (story this issue). That's because Washington always has been toughest spot in country to clear unorthodox construction. City fathers are jealous of Washington's architectural beauty. If Washington Commissioners give final approval to 300-foot towers, almost all other cities can be expected to follow suit.

FROM SOURCES north of the border, it is learned that Canadian stations will be represented in U. S. for first time when Jack Cooke, owner CKEY Toronto, and his brother Don of William G. Rambeau Co., Chicago, open representatives firm in New York. Target date: March 15. CKEY and eight other stations, now represented by U. S. firms will be accounts. Don Cooke will be in charge of firm.

BREWING IN State Dept. is plan to have radio men, along with representatives of other media, nominated on modified "Federal fellowship" plan to go abroad for one- or two-year periods to study methods of their respective vocational brethren.

HOOPER BLAST at CAB (see story, page 20) probably is opening gun in civil war among the researchers who are interested in promoting their individual methods of measurement. More fireworks coming!

F. BOURNE RUTHRAUFF probably will return to his job as vice president and director, Ruthrauff and Ryan, about April 1. He has been radio director, American Red Cross, Washington, for last three years.

EMMONS CARLSON GETS RULING IN 'GUIDING LIGHT' SUIT

ILLINOIS Supreme Court ruled Friday in favor of Emmons Carlson, NBC Central Division promotion and advertising director, settling long legal contest over rights to *Guiding Light*. Carlson had maintained Irna Phillips, writer of show, had agreed to collaborate in writing it back in 1936 but that she went on air in January 1937 with show as her own property.

Court ruling, denying Miss Phillips motion for review of November opinion, forces her to submit to accounting of all profits in show, with Carlson becoming half-owner since its inception and sharing future profits. Total profits on show, sponsored by General Mills on NBC, believed to top $500,000.

10 MUTUAL PROGRAMS RENEWED FOR ANOTHER YEAR

TEN leading Mutual programs renewed 52 weeks, starting this month. They are:

Gabriel Heatter for R. B. Semler Inc. (Kreml), 247 stations, for Barbasol Co., 257 stations and for Zonite Products Corp. (Forhan's), 186 stations, all through Erwin, Wasey Co.; William Lang for Semler, 243 stations through Erwin, Wasey Co.; Arthur Hale for Richfield Oil Corp., 35 stations, through Hixson-O'Donnell; Frank Singiser, for Sinclair Refining Co., 190 stations, through Hixson--O'Donnell; *Songs by Morton Downey* for Coca Cola Co., 167 stations, through D'Arcy Adv. Co.; *Superman* for Kellogg Co., 198 stations, through Kenyon & Eckhardt; *Freedom of Opportunity*, for Mutual Benefit & Health & Accident Assn., 249 stations, through Arthur Meyerhoff & Co.; *Take It Easy Time* for Stokely-Van Camp, 152 stations, through Calkens & Holden.

FIVE JOIN BMB

BROADCAST Measurement Bureau announces five new subscribers: KROP Riverside, Cal., KFMB San Diego, KVGB Great Bend, Kan., KCRA Sacramento, KXEL Waterloo, Ia.

FOUR NEW APPLICANTS

APPLICATIONS for four new FM stations were announced Friday by FCC from Royal Oak Broadcasting Co., Royal Oak, Mich.; Sun Country Broadcasting Co., Tucson, Ariz.; H. Dudley Swim, Twin Falls, Ida.; and Birney Imes Jr.; Meridian, Miss. Request for new standard station received from Newman Broadcasting Co., Newman, Ga., for 1300 kc, 1 kw, unlimited, DA at night.

FLYGINEER

JOHN BARRON, Washington consulting radio engineer, who has been studying flying as avocation, reports he made good use of his experience last week. Needing field intensity measurements on the eastern shore of Maryland for two hearings, he rented a Taylorcraft, flew down to Easton, Md. and Dover, Del., got his measurements and was back home—all in three hours' flying time. He claims it saved him two days. He has ordered Republic Seabee Amphibian with delivery expected in spring and he is going to try out his ideas about making other surveys in flight.

People

LT. SCOTT FARON, USNR, once on the radio staff of Ward Wheelock, Philadelphia, and before that with Ross Federal, was reported by the AP to have been on the Eastern Air Lines plane that crashed in New England Friday morning.

DR. FRANCIS GODWIN, Latin American research expert and former director of Armour Research Foundation, appointed Director of Inter-American Research Service, New York.

CHESTER L. BLOMSNESS, on leave with AAF since September, 1942, rejoins commercial department of KGW Portland.

LEWIS MARCY, former United Press correspondent released from Army as major, appointed to staff of Cooperative Analysis of Broadcasting.

IRVING R. ROSENHAUS, president and general manager of WAAT Newark, elected to board of governors of Advertising Club of Newark for three-year term.

VICTOR A. BENNETT, vice president in charge of national advertising of WAAT Newark, back from month business trip to London.

JACK BENNY, already favorite son of two American cities, named honorary mayor of three California towns—Anaheim, Azusa, and Cucamonga. Benny was named mayor because three towns said that it took him to put them on the map, and they call him a goodwill ambassador.

RKO-PATHE GRANTED RCA LICENSE FOR VIDEO

IN WHAT was regarded as move to stimulate production of motion pictures for television, RCA Victor last week granted license to RKO-Pathe Inc. to record and distribute sound movies for telecasting.

Granting of license was part of 10-year recording agreement announced by Barton Kreuzer, manager of RCA's theatre equipment department.

Agreement was first to be concluded on RCA under new recording contract basis which assures licensees of continuing benefits from RCA's research and engineering programs, Mr. Kreuzer said. Immediate delivery of new RCA sound film recording equipment to RKO-Pathe Studios now under construction in New York is called for in contract.

Ralph B. Austrian, executive vice president of RKO Television Corp., represented film company during negotiations.

WEDDELL TO BURNETT

WILLIAM L. WEDDELL, assistant to Paul McClure, NBC Central Division network sales manager, Chicago, joins Leo Burnett Co., Chicago, as vice president effective Feb. 15. He will head Burnett agency department replacing Frank Ferrin, vice president and radio director, who resigned last week to open own office in Hollywood but remaining as radio consultant to Burnett.

IRE OCEAN HOOKUP

TRANSATLANTIC hookup Thursday afternoon will connect IRE winter technical meeting in New York with British Institution of Electrical Engineers in London for discussion of a paper on Loran, following its simultaneous delivery live in New York and via a recording in London. J. A. Pierce, of Radiation Laboratory of MIT, author of the paper, will participate in transoceanic discussion.

Why YOU Will Prosper in GREATER KANSAS CITY

© 1945...H. M. Co.

A report by Greater Kansas City Business concerning future planned employment for this area. These facts and figures were collated and analyzed by the Research Department of the Federal Reserve Bank of Kansas City. Here is a true picture of the job opportunities ahead—and thereby an insight into tomorrow's business conditions for Kansas City. Employment planned for September, 1946, compared with employment of fall, 1945, and of 1940 is as follows:

PLANNED EMPLOYMENT INCREASE

Business Classification	% Over Fall, 1945			% Over 1940		
	Total	Men	Women	Total	Men	Women
All Classifications	23.9	32.6	10.3	40.5	40.2	41.0
Manufacturing	27.7	29.3	23.5	39.3	41.4	33.9
Trade	12.7	41.3	2.6*	32.0	22.5	40.5
Transportation, Communications and Public Utilities	37.1	40.9	27.5	88.8	62.0	246.5
Service	14.8	22.4	4.5	21.3	32.5	7.0
Finance and Insurance	21.4	85.1	12.3*	50.3	58.2	42.4

*Decrease

Why YOU Will Prosper on KMBC

On KMBC you get PLUS Service of PERPETUAL proMOTION

- FIRST in Programming!
- FIRST in Public Service!
- FIRST in Farm Service!
- FIRST in Hooperatings!*

*Kansas City, Mo. and Kansas May through September, 1945

KMBC OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS